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E.W. TOWNSEND JR.  
SECRETARY TREASURER

E.W. TOWNSEND  
PRESIDENT

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VICE PRESIDENT

CATALOGUE

STRAWBERRIES

AND HOW TO GROW THEM.

E.W. TOWNSEND & SONS. SALISBURY, MARYLAND.





# THE PRINCIPLES OF THIS BUSINESS

## Are the Same Yesterday, To-day and To-morrow



E. W. TOWNSEND  
Founder and President of the Townsend Nurseries

WE are trying to conduct this business along absolutely fair lines, for two reasons. 1st--- Because we believe in the principles of fairness. 2nd---Because it pays in dollars and cents. In the beginning we discovered that we must have the confidence of our customers or the business would not succeed. There was no way of meeting all our customers face to face, of establishing confidence by personal contact, so the simple plan was adopted of gaining their confidence by conducting our business so fairly that confidence would come to us by our acts. For twenty-five years the Townsend Nursery have stood by their guns.

No business concern of its kind in the country has a larger or better satisfied class of buyers than the Townsend Nursery. We do not claim to be able to please everyone who has sent us an order. We are only human beings, just like ordinary farm folks. We make some mistakes, of course, just like

you do; we have our "up-and-downs" in our business - the dry years and the wet years, the cold and the hot. It takes an enormous amount of labor to run our plant farms, to grow the millions of plants that we are called on to supply every year. In order to handle a business of this kind we must figure to take advantage in every way possible in the way of improved machinery in clearing the land (as we must be continually clearing new land in order to grow the best plants it is possible to grow). We believe we are up-to-date in handling this proposition, we have two tractors and large heavy disc plows made especially for this work, to tear the rough woodland to pieces as fast as the trees are cut. These tractors and plows are kept going the year 'round. Enormous quantities of lime is used on this land as it is being broken up and when the soil is in fine condition to set plants it has everything that nature intended it should have in order to grow the best quality plants.

At this time we are cultivating around 1000 acres of land, most of which we have cleared from the brush. Our principal crops are Strawberry, Blackberry and Raspberry Plants, Grape Vines and Asparagus Roots, with Flower Bulbs being added every year. With our organization and means at hand, it would be impossible for the average plant man to grow and sell the same quality plants that we do at any thing near the same price.

For this one reason our customers should expect to receive more for their money when the order is sent to us than they could expect from the average plant grower. We are plant growers in every sense of the word, not plant peddlers or dealers. When placing the order with us you get first-hand plants, grown and packed the proper way; plants that are grown on virgin soil, that have a long growing season and have developed into strong robust vigorous healthy plants. Just the kind that it pays best to grow.

### Don't Fail to Place Order Early in Season and Have Plants Shipped Early as You Can Possibly Work the Land

Once in a life-time probably, strawberry plants can be set after the weather gets hot, and made to grow. But why take all this chance? It costs no more to order and set plants at the proper time. No plants grown in the United States are as hardy as those grown on the Eastern Shore of Maryland. They are tough and winter-hardened in the open fields and will stand handling and transporting better than any plants we have ever received from any section. But even our strong hardy plants will not thrive and do their best unless planted at the proper time. Planting in May is dangerous in any State. February for the South, March for the middle States and April for the North is proper planting time. Late Spring and Summer planting is a waste of time and money. See brief cultural directions further on in the book.



# STRAWBERRIES



## DESCRIPTION OF VARIETIES

It will be my aim in writing the description of varieties which we are listing in this our 26 Annual Catalogue to make them as brief as possible and at the same time to make every description as truthful and plain as possible as the variety has behaved on our farms and trial beds together with the reports received from our customers and the Experiment Stations throughout the Country. It will be impossible for me to write descriptions of all that will compare with yours, as but few varieties do the same in all localities. Here I want to insist once more on the importance of every strawberry grower having every year a test plot of New va-

rieties to be tested out with the best old standard sorts. No business ever gets beyond an experimental stage, and the Strawberry business is no exception. It is only by planting and testing on our own grounds that we can ever expect to keep up with the procession. The best investments I have ever made has been by buying and testing new varieties. Although I have spent hundreds of dollars in time for worthless seedlings, and expect to go on doing the same as long as I live and able to do business, as there is no other way for me to know whether I am growing the best or not except I test them on my own soil.

### TOWNSENDS' SELECT MISSIONARY

What the Premier is to the rest of the country Townsends Missionary seems to be to the Southern States from Florida to Maryland. This variety was introduced by us into the State of Florida in 1908 and has been growing in popularity every year since. It seems that no variety we can find will equal it for the Florida Growers. For this reason alone we have tried our very best to build a strain of the Townsends Missionary unequalled by any others and feel sure from the hundreds of reports being received from the State of Florida that we have not failed. We practice both the selection and restriction methods in growing our Missionary plants, and needless to say that the most up-to-date Florida Growers, will accept no other as long as they can get Townsend's Selected Stock.

The Missionary is not only popular in the State of Florida, but in all other Southern States and even in Maryland and Delaware it is a very profitable variety to grow on account of its great shipping qualities and sure crops. Not as prolific as the Premier, or as good to eat, but a fancy market variety that has come to stay. We have nearly 100 acres planted to Townsends Missionary this time and hope to have enough plants to go

around. Season begins for shipping plants to Florida October 1st and closes April 15th. During this time from 5,000,000 to 6,000,000 Missionary plants are shipped every year. We have a special Packing House to handle this large Missionary business. This year every Townsend Missionary plant set in our propagating fields was first selected from Selected Stock. Nothing but virgin soil was used to set the plants in. Rows made four to four and half feet wide and plants set three and half to four feet in the rows, giving every plant plenty of space to develop a strong hardy crown and root system. "Townsends Select plants cost more but they are worth it." WE ARE ALWAYS HEAD-QUARTERS FOR TOWNSENDS SELECTED MISSIONARY PLANTS. Our books are always open. We book your orders any month in the year and ship at proper planting time when you are ready, from October 1st to April 15th. Every grower will be offered the chance to win another \$100.00 from the 1926 planting. The grower sending in the best report on quantity of berries produced and amount received in profits. The extra effort will pay you even though but one can win the prize.



A New Ground Field of Townsend's Select Missionary Plants.



# THE PRINCE

The First Berry to Show Red in the Spring.

In the "Prince" we have the earliest variety that has fruited on our grounds for the past seven years. Perfect bloom, a strong hardy plant maker on all soils and in every climate from Florida to Maine. Fruit averages large to extra large and holds size well thru the season. Color rich cardinal red to the center, has no green tips, firm enough to ship well from the far South. Produces an enormous quantity of fruit in a very short time; the main crop is off before the Premier is underway, making them an excellent variety to plant for early market, and receive the extra prices. Extra hardy in bloom, and for that reason has never failed to produce a crop.

THE  
PRINCE



## PREMIER

Probably the nearest perfect strawberry in existence, and the greatest money maker for most sections of the country. Outside of the far South it is being more largely planted than any other variety, and really needs no description as practically all the leading growers know what a wonderful variety it is. For home use or market I can not recommend anything better. It has every quality needed to make it a perfect berry in the eyes of most growers. I have never seen rust or disease of any description on the Premier. I have never seen a crop failure since I have been growing it. Our sales are gaining every year on Premier plants. Last season we had 75 acres set to Premier, and sold out early in the season and refunded thousands of dollars for Premier orders during May. Just an instance to show its popularity in this section. One of my neighbors had an acre of nice Premier plants last spring and as we were about sold out and orders coming daily I offered him \$1,000.00 for his acre of plants which would have taken up around 250,000 plants. He refused my offer, and a few days ago informed me that he received over \$1500.00 after paying all expenses from the fruit. At the price that we have been selling Premier plants at, we could realize every year much more money for them in fruit. We have planted again largely to this variety and hope that we may have some plants left for fruiting another year.

## "THE FORD" (Per)

The Ford is a Townsend introduction, and one in which we are proud of having the honor of being the introducers. Ford has more than made good every claim that we have ever made for it. Ford is a medium late variety, and a universal strong, hardy grower, and a prolific yielder of large size well colored top shape berries. Quality firm and sweet, one of the very best quality varieties for either home use or market. Has been planted in practically every state in the union, and in ninety nine cases out of a hundred has made good. This is an honor seldom given to any fruit or any variety.

We have recommended Ford to thousands of our best friends and largest growers as a good commercial variety. We have never sent out a berry that has brought back more praise than the Ford. One of the most pleasing points is its hardness in bloom. In the many years it has been grown it has never lost a crop on account of freezes and frost late in the spring. Plant Ford and you have crop insurance. About ten days later than Premier, and a good one to follow this grand variety.

## LORD SALISBURY (Per)

Lord Salisbury is destined to become one of the leading standard varieties. Season early. Was originated by Mr. Henry Parsons, of Wicomico County, Md. After watching its behavior for several years we contracted with the originator to introduce it to the trade. We describe it as follows: Uniform in size and color, medium to large, one of the firmest and best shipping berries on our list. Quality is mild and sweet, exceedingly productive, and one of the very hardiest and prolific plant growers. Does best on loose sandy soil. On account of its extra quality for home use, it should be grown in every garden, and wherever a long distance shipper is wanted it will fill the bill, as it will carry for a week or ten days in good condition. Don't fail to put this one in your testing plot this Spring.

## EARLY JERSEY GT. (Per)

A perfect flowering variety that ripens early in season. Fruit medium to extra large, bright red, firm and sweet. A strong plant grower on all soils. Not as good as Premier, or Prince.

## THE PEARL (Imp)

The Pearl was purchased from a Michigan grower who catalogued it as a Perfect flowering variety, but with us it turned out to be an imperfect. But for the fact that it proved in every other way worthy of a further trial we should have discarded it at once. We find it to be a high quality berry, and enormous productive, a good strong plant grower, and shows some resemblance to Townsends Big Late. Berries large and pointed, firm and sweet. Plant it with Ford, Lupton, or Big Joe. You will be pleased.

## THE DELICIOUS (Per)

The Delicious is a medium early variety that hails from Michigan, very productive of medium sized berries of the Dunlap quality. Fruit firmer than Dunlap, otherwise it could not be told. A rapid plant maker, and grows well on most soils, quality same as Dunlap. The originator and introducers claim it to be one of the most profitable varieties grown. We have a fine stock of plants at very reasonable prices.

Marvel—Discontinued owing to the fact that it proved disappointing to a great number of our customers.

Prize—Discontinued. Not as good as Townsend Big Late.

Collins—Discontinued. No better than Sen. Dunlap.

## "THE TOWNSEND BIG LATE" (Imp)

Townsend's Big Late was originated and introduced by E. W. Townsend, President of the E. W. Townsend & Sons Nursery. Was found growing wild along a hedge row in the Spring 1906 by E. W. Townsend, Jr. A single plant was taken up and transplanted to the field in May 1906. In 1911, the variety was introduced to the public. Experimental Stations, and growers throughout the country were furnished these plants in Free Samples. In a few years a tremendous demand had grown for this variety, and to day it is one of the best, if not the best Imperfect varieties on the list. We have always claimed that Townsend Big Late was the aristocrat of all the standard varieties as to quality. There is absolutely no variety that outshines it in beauty. The plants grow tall, with heavy stems that hold the fruit up from the ground like cherries. Berries are bright scarlet red with a coating like varnish. No flavor was ever added to a strawberry more satisfying than in this one.

In firmness it is all that can be asked for. In production it is great, and if there is a better imperfect variety on the market I have not seen it. Plant it with FORD, first choice, and you have a pair to draw to. We have sold millions of these plants to be fruited with Ford and have seldom had a complaint. Recommended for all sections, either for home use or distant market.

## PAUL JONES (Per)

We consider Paul Jones a safe variety for most growers to plant. It is not as large as some of the fancy varieties, but it is a sure cropper, and the way it turns out the quarts is a mystery. Fruit medium to large, bright red and firm, recommended for commercial use. Ripens in midseason and should be fruited with such varieties as Dunlap, Eaton or Gibson.

## HUNTERDON (Per)

We find the Hunterdon a very good medium early variety, fruit large to extra large, firm, sweet, and productive. Has very large stalky plants, and makes about a good fruiting row. Ranks as a fancy berry and brings from two to four cents per quart more than the average berry. We recommend it for a trial.

St. Martin—Discontinued, too many better varieties.  
Warfield—Discontinued, too many better varieties.  
War-Dyke—None to offer this season.

## THE CHESAPEAKE (Per)

The Chesapeake is about as well known at this time as any late berry on the list. It is among the highest quality berries for home use or market, is a highly profitable variety when the soil suits it.

It is not much use to plant Chesapeake on high sandy soil, it requires a good rich loam to do its best, but will make heavy yields on heavier rich soil. Makes about enough plants for a fruiting row. Notwithstanding the fact that there are being introduced every year many good late varieties, Chesapeake still grows in demand, and every year we are forced to return orders late in the season.

We have grown ten acres of Chesapeake this time, which at this writing promises to be one of the best fields we have ever grown.

## THE GANDY (Per)

One of the old late sorts that is pretty well known throughout the country. Gandy is a high quality berry, grows best on heavy springy soil. Never plant on high sandy soil. Some varieties make more fruit, but Gandy always sells at top price and is sure to please all who handles it. And if a late berry is wanted, and the soil is suitable, we recommend Gandy to fill the bill.



TOWNSEND'S BIG LATE (Imp.)

## THE LUPTON (Late) (Per)

Lupton is a medium late variety, that has made a great hit with commercial growers. Lupton is one of the most beautiful berries, averages large in size, deep red color, and one of the firmest on the list. A good strong grower on practically any soil, fairly productive, in fact will average well up to most late varieties in production. The beauty with Lupton is, it can be grown on any soil, where with a good many varieties of the late class, nothing but springy soil may be used. From the sales of plants we are making every year, and the way we have to increase our acreage, we would think Lupton was coming to the front as a commercial variety.

## THE MASCOT (Per)

The Mascot is about the latest variety to ripen that I know of, and if there is much larger berries when given proper care, than Mascot, I have failed to see them. Fruits a big crop every year, makes a clean, healthy plant, and produces a good lot of fine quality fruit. Mascot will last every season until the Everbearing is coming on, thus insuring a steady supply of berries from May 1st until November 15th in most sections, when the Everbearing are planted for summer and fall use together with the early spring varieties.

## THE WM. BELT (Per)

For years Wm. Belt headed the list as the best quality variety, and we consider it still a safe variety to plant. It is a good grower, has clean healthy plants, and always produces a fine crop of high colored and high quality berries. If you want something fine, plant two rows each, Pearl and Wm. Belt throughout the patch.

## THE WORLDS WONDER (Per)

Worlds Wonder has gone unchallenged for a good many years as being the largest berry grown. We have never grown anything to quite equal it in size, berries often measures six and seven inches around, and have received letters from customers stating that they had beat this. We have seen seven berries fill a quart box heaping full. It is not only large in size, but one of the most productive sorts, recommended where one wants something unnatural. I think it too large to be a real fancy berry. On some soil, berries are very smooth and round, while on other soils, they are inclined to be irregular in form. One of the surest plant makers and a sure cropper. Plants sold in small lots only.



The New Perfect  
Flowering  
Late Berry  
Without A Fault.



One of The Greatest  
Varieties We Have  
Ever Offered Our  
Customers

Originated in Wicomico County, Md., by Mr. T. A. Washburn, and after giving it the most severe tests ever given a variety for a period of five years, we are introducing it to the Strawberry world with every confidence that it will prove one of the best, if not the best late varieties ever introduced as a money making market variety.

The writer has originated and introduced many of the very best varieties of strawberries on the market today, and when I tell you that this is the most perfect variety that I have ever grown or seen grown, I am only speaking the true facts. (not trying to sell you a novelty) The years in which the Town-King has been under test has been some of the most trying years in the experience of the oldest growers. It has never failed to produce a big paying crop in the five years on any and all soils.

In plant growth it is the most ideal variety. Plants are large stalky beautiful dark green, that stand out prominently from all other varieties. Makes just an ideal fruiting bed. Plants perfectly clean from rust or spot. Fruiting stems are large and the majority of the fruit is held well off the ground by the large stems and stalky plant.

In season it ripens with such varieties as Chesapeake and Townsend's Late. The blossoms are perfect and full of pollen, making it an ideal variety to plant with such varieties as Townsends Big Late. Size of fruit is all that could ever be desired by the most fancy grower. Berries are uniform in size, top shaped, richly colored all over a bright blood red with no green tips, and solid to the center.

As to firmness, I have never seen a variety that I considered a better shipping berry. In production, no one could ask for more in both quantity and quality, as well as beauty; for truly, when you see it, you will say with hundreds of others who have seen it on the vines, "it is truly the prettiest berry I have ever seen growing." I have never seen a variety that has as few cull berries as this one. Practically every berry is the same shape and size.

I wanted to tell you about this wonderful find last season, but I was afraid that I did not have plants enough to introduce it at that time. I estimate that we have grown a crop of 500,000 plants for this season. We planted them on three farms on different soil, and in every plot we have an ideal crop. I feel sure that our friends will find this one of the safest late varieties to grow. First, because the plants are large and extra long rooted, making it a great drouth resister, and this feature alone, is greatly to be desired in a late variety. The extra firmness of fruit makes it less liable to sunscald than most varieties, and the extra large heavy foliage shades most of the berries. "Town-King" sold from \$1.00 to \$2.00 more per crate on the Philadelphia market last year than the very best Chesapeake sold for. On our retail market, we had no trouble in getting an extra nickel per quart more than any other variety would sell for, and never had enough to supply our trade.

We are sending it out on our usual guarantee that it be as represented, or we refund your money paid for it. We are limiting the number of plants to be sold this season to 1000 to a single customer, and in no case will we sell any plants to anyone with the privilege of growing and propagating this variety for the sale of plants. All orders are taken subject to this understanding until further written notice is given.

Any Nurseryman or plant breeder will have the

right to buy the Town-King plants and grow them for fruiting purposes, but under no consideration will they be allowed to offer the plants for sale, or use the name in their catalogues which is a copyrighted (and coined name) production. Anyone infringing on our rights will be dealt with according to the copyright laws of the United States.

✓ "TOWN-KING" is a coined word and is copyrighted year 1925, by E. W. Townsend & Sons.

We are making the price exceedingly low for such an introduction, besides we are taking all the chance, as we absolutely guarantee to refund your money if it fails in any particular to live up to our description. We know of no one else in the business introducing new varieties under such terms, but there are so many fakes, both in standard and Everbearing varieties sent out every year, that we feel the public is entitled to this warranty.

### THE COOPER (Per)

The Cooper is a mid-season variety with us. A maker of large stalky plants that make runners moderately. Just about enough plants for a good fruiting row. Fruit is large to extra large, rich bright red, with fine quality. A Cooper plant loaded with ripe fruit is a beautiful sight, the berries while large, are held fairly well off the ground by the heavy fruiting stems. Nearly every berry matures to full size; while we have heard some complaints from this variety as sent out by the Michigan growers, we believe that Cooper will be found a paying variety on most soil. We have planted a good acreage to Cooper this year and have grown a good supply of nice strong well rooted plants. We advise our friends to test it out, and believe they will not go wrong if they set a large acreage to this variety.

### HAVERLAND (Imp)

Season early to medium, a very strong grower and an old time favorite for the North. Can always be depended upon to produce a good crop when fruited with Dunlap.

### WANTS MORE OF THE SAME KIND

Mr. Keely, of Dolyestown, Pa., writes us April 14th, 1925—Kindly send me 500 more of your good plants. The ones I got last year surely were fine, and I am expecting some nice Premier berries.

### HAS FINEST BERRY FIELD IN THE COUNTY

Mr. Samuel Riggs, R. I., writes us July 2nd, 1925—I wish it was so you could come up on the Fourth and enjoy those luscious berries. We raised everyone of the 5,000 plants purchased and the 200 extra thrown in for good count. This is the finest berry field in the County, everyone says that has seen it, and we are delighted. Expect to clean up over \$1,000.00 from the field or less than acre this season.

### SPECIAL NOTICE

Owing to the fact that we did not receive sufficient support to warrant us in publishing the Strawberry World monthly, we were compelled to discontinue its monthly publication. However, E. W. Townsend & Sons expect to get out several issues of this paper every year, which will be mailed free to our customers and those interested. Those who were kind enough to send in their subscriptions may deduct that amount from their next order when remitting. They will also receive every issue that is printed free.



## THE KLONDYKE (Per)

The Klondyke has stood the test of time, and still the most planted of any early berry in a good many sections of the South and Southwest, and as far North as Maryland. It takes around fifty acres of Klondyke plants every year to supply our trade, and we take great pride in keeping the Townsend Strain of Klondyke up to perfection. We practice both selection and restriction methods in growing and keeping our strain more than up to date, and we say without fear of contradiction that we have the most fruitful strain of Klondyke plants in the country. Hundreds of our regular customers will verify this statement. Every Klondyke plant is grown on new rich virgin soil. It costs us more to grow a thousand plants the Townsend way, but they are worth many times the difference in price. Mr. Wells writes us from Teachey, N. C., that he had rather pay \$10.00 per 1000 for Townsends Klondyke than have others given to him free. Mr. Blackstone from Chadbourne, N. C., harvested three times as many quarts of fruit from Townsends plants, as those from another Nursery. Mr. Duffield of Texas wrote us it paid him to send across the Continent to get Townsends plants. Mr. Drufield of Ky., wrote, our plants worth more than we asked for them, as they produced enough more fruit to pay the difference several times. I could write of hundreds that say practically the same thing about our strain of plants, but as we can not grow as many as we sell at our reasonable price for quality plants, it is useless to say more.

## THE CRAWFORD 25 (Imp)

The "Crawford 25" was introduced by us season 1924, as being one of the largest and most productive late varieties. From the reports received this summer I believe that it is going to more than make good our claims. We have yet to see a more productive variety. It is a strong hardy grower on most soils. Especially adapted for commercial purpose where the number of quarts are desired more than quality. In eating quality it is sadly disappointing as compared with some of the better sorts. But in size and beauty it is wonderful. Probably better in the Northern states than on our soils, as one of our Ohio customers writes us that he considers it the best late variety for his fancy trade, and says that it fruits at least a week after all other varieties are gone. We find it the latest on the list here, although it begins to blossom soon after the early varieties. Should be planted about two rows in a plot alternately with such varieties as Chesapeake, Lupton, Ford or Big Joe. Mascot would be a good one to catch the late blooms. Say one row of Big Joe and one row Mascot on either side of the two rows Crawford 25, this would insure proper fertilization of both early and late blooms. It is surely worth testing out in the Northern States.

## THE MRS. PARKER (Imp)

Mrs. Parker is from Ohio. A late variety of the old Bubach type, and anyone desiring a variety of this kind will find Mrs. Parker to equal the Bubach, if not surpass it. Has a fine mild pleasant flavor and suited for home use or nearby market where size and eating quality is demanded. Not suitable for long distant shipment. Ripens in midseason and is wonderfully productive. Extra large healthy plants, does well on all soils.

## BUN SPECIAL (Per)

Buns Special ripens early, fruit medium to large, quality fair.

## THE BRANDYWINE (Per)

Season late a good reliable market variety for most sections especially the West and the Southern States, where a good late sort is desired. Fruit large to very large, dark red to center, firm.

BIG WONDER—Discontinued, too many better varieties.

## THE DR. BURRILL (Per)

Dr. Burrill, originated by the late Dr. Reasoner, claimed to be a cross between the Dunlap and Crescent. We have never seen any difference between Dr. Burrill and Sen. Dunlap. We think it a seedling that developed true to type of the Dunlap. As the old Senator Dunlap is probably better known than most any variety on the list it seems unnecessary to write a lengthy description here. Will say that if one has had no experience in growing berries that they can never go wrong in planting Dunlap or Dr. Burrill. They are sure to grow and yield a good crop of fine flavored berries if given half a chance. We have the Dr. Burrill strain kept separate for those who want it, and grow every year a good supply of plants on our rich new soil.

## THE FENDALL (Imp)

The Fendal is a very late imperfect flowering variety, large size and heavy producer, quality ordinary, fruits well on all soils. Where Quantity and not Quality is wanted it is O. K.

## SENATOR DUNLAP (Per)

One of the most popular early to medium varieties for the Northern half of the country. Easy to grow, and easy to make money with.

## CORSICAN (Per)

Corsican, N. Y., Uncle Jim, Ryckman, and etc., is a medium to late variety of enormous size. Mild sweet flavor, a heavy producer, and a strong grower. Suitable for home use or fancy nearby market.

## THE JUDITH (DeLues) (Per)

De Lues Judith is a perfect flowering variety, mid-season. Strong hardy grower and very productive of good quality fruit large in size. Hails from New York State, where it is a growing favorite.

## THE GLEN MARY (Per)

This is an old-time mid-season variety. A strong hardy grower, fruit large, moderately firm and ordinary in quality, does better in the Middle and North Atlantic States.

## PARSONS BEAUTY (Per)

Parsons Beauty is considered one of the best varieties for canning, it being too soft in texture for a commercial use. Large luscious berries produced in great profusion. One of the very hardiest plants and grows everywhere to perfection.

## THE AROMA (Per)

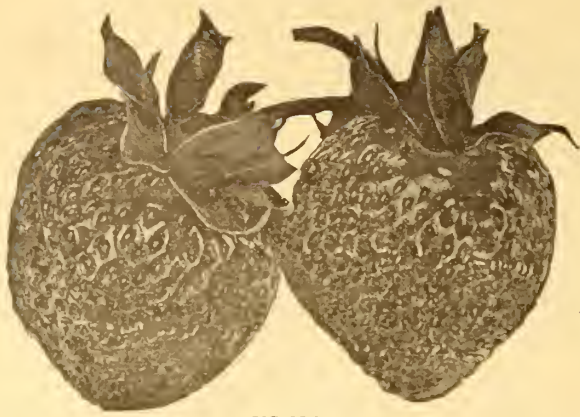
Aroma is an old-time favorite in many sections, especially the South Western portion of the U. S. Large size, quality good, very productive, season medium to late.

## NICK OMER (Per)

Nic Ohmer, is a medium late popular in the western part of the country, also does well in various other sections. It has been on the market a long time, and lots of growers will have no other late sort. Quality ranks with the very best, fruit medium to large and firm.

## THE GIBSON (Per)

Northern Growers find the Gibson very profitable, but with most of the Strawberry sections, it is a very poor choice. Fruit deteriorates rapidly after being picked, making it almost impossible to get it in market in good condition. Fruits large crops of large berries, never fails to grow on most soils. We grow every year a fine lot of these plants for our Northern customers who claim our strain is superior to any strain of Gibson plants they can get. Strong healthy New Ground plants at reasonable prices. Special prices on large quantities.



BIG JOE

### THE BIG JOE "FOR BIG PROFITS" (Per)

Big Joe is a medium to late large fancy berry. A strong hardy grower and does well on most soils and nearly all sections of the U. S.

Big Joe is one of the First Extra large berries to ripen, thus it can be readily seen that it always meets a ready demand at top of market prices. No varieties grown average a better price than Big Joe. Not a long season variety, as it comes a week after Premier and is gone before Premier is. But while it lasts it produces the quarts. We have known of several instances where it produced from 15,000 to 20,000 quarts per acre. For Home use or Market, you cannot afford to miss Big Joe. Quality good enough for a king. And ships well to distant markets. Buy your plants from A BIG JOE SPECIALIST, who grows them by the millions. Our strain of Big Joe, is unsurpassed.

### BUBACH (Imp)

At one time, Bubach was in great demand, and the writer thought it was the best variety he had ever seen; and it was the largest up to that time, but since the coming of so many good ones, Bubach has taken a back seat, and we only have a very few customers now who ask for Bubach plants; but we always have them when they come. Sold only in small lots.

### MARSHALL (Per)

This variety is an old favorite that requires good soil and good attention to do its best, but where this is done a fine berry can be grown and usually the extra attention given is fully compensated for. By some of our customers statements, one would think Marshall was the only real strawberry. But it is just like this: they love the variety, they know what it will do when given the proper attention, and they never fail to get results. Most popular in the North Atlantic and New England States. Can supply only in small quantities.

### THE EATON (Per)

The Eaton is a medium early variety that is coming to the front. It is a good handy grower on most soils, and a good clean plant. Fruit is firm, large and of excellent quality, reasonably productive, does not set as much fruit as some varieties, but every berry is almost perfect. Firm enough for long distant market, and its pleasing appearance is sure to create a good demand on any market. We have never had enough plants to supply the demand. Sold only in small lots.

### MC ALPINE (Per)

McAlpine is a variety that is almost sure to grow if given half attention. Does well on all soils and will produce a crop under very unfavorable conditions. The berries are medium to large, brilliant scarlet in color, and unexcelled in quality. It is highly recommended for either home use or market, as it is firm enough to make a long distant shipper. Plant McAlpine with Townsends Big Late and you have a good pair. While McAlpine will grow on all soils and under unfavorable conditions, we do not recommend this treatment for such a fine variety. We urge every one to give it the same attention they would any other good variety and they will be amply rewarded.

### THE PRESIDENT HARDING (Per)

We consider President Harding one of the best of recent introductions of the late varieties. It is wonderful productive, of large size high quality fruit. Color very rich dark red to center, has no core or green tips. Has a real aroma strawberry flavor. Firm enough to carry well, and good enough to sell to the local trade or use on the home table. Every year it gains in popularity, and we must again offer our plants in small lots only.



PRES. HARDING

### SURPLUS PLANTS, \$3.50 Per 1000

It has always been our custom to thoroughly clean out our packing house every day during the shipping season. It is impossible to dig the exact number of plants required to fill the day's orders, and we frequently find that we have a surplus of some varieties. We also plant more of some varieties than the demand will consume and rather than destroy these plants we have decided to offer them this season at \$3.50 per 1,000; 5000 or more at \$3.00 per 1000.

### Mastadon Everbearing Seems to be Another Failure

Mr. T. C. Fowler, of Louisville, Ky., writes us Sept. 25th, that the Mastadon Everbearing Strawberry is a rank failure; that they are not one sixth as good as Worlds Champion; says that berries rot before they ripen. Mr. Fowler's experience corresponds with ours very much; we find them very poor in quality, and only a very few berries on plants. Many plants have not produced at all, and no fruit at all on the runner plants. Seems to be another Everbearing failure. We are getting use to these disappointments, however. Who will be the next?





# EVERBEARING STRAWBERRIES

## LUCKY STRIKE (Everbearing Strawberry)

Lucky Strike has again won against all competition in the Everbearing strawberry world. Lucky Strike is truly the Aristocrat of all Ever-Bearing Strawberries. Not only surpasses all others in quantity of fruit this season but stands out supreme in quality. The Mastodon, which was sent out last spring by a number of Michigan growers, with great claims for size, beauty and productiveness, was tested by the side of the Lucky Strike, given same careful attention in every respect, and has failed to make even a creditable showing, and about one-tenth as many berries per plant.

Worlds Champion stands second on our list, and has again made a wonderful record. No one can correctly describe Lucky Strike. It must be seen and tasted to fully appreciate all its good qualities. Lucky

Strike is as easy to grow as a standard variety, except the blossoms must be removed twice during the planting season in order to let the plant get a good start. By July 15th in most sections a full crop may be expected on Spring set plants, and if frequent cultivation is given and the soil kept enriched by frequent applications of manure (Chicken manure with acid phosphate and wood ashes is good) by spreading between the rows and cultivated in a full crop of berries will continue all summer and fall, unless weather conditions prevent in the way of drouths. We have never known Lucky Strike plants to fail to produce a full crop on our grounds in the nine years we have had them under test. And every year they have beaten all competitors in every way shape and form. Our only regret is that we cannot grow enough of these plants to supply the demand. At this writing September 1st, we are more than half sold on our present stock.

In order to make them go as far as possible, we will sell only in six and dozen lots, until we can get a good stock of plants.

Mr. Albert Miller of New York writes:—I paid you five years ago \$5.00 for five Lucky Strike plants I consider this the best buy of my life. I have tried a dozen other ever bearing sorts. Nothing I have seen comes near your Lucky Strike.

Mr. Goodell of Mass., writes:—Lucky Strike, is a winner for you and for me, I cannot see how you can be so modest in your description of such a wonderful variety, when your competitors are making so much fuss about worthless varieties, and near worthless. Your name will go down in history as being the Introducer of the greatest variety of strawberries.

## LUCKY BOY (EB.)

In some sections of the country we find that Lucky Boy is the best of the everbearing. In other sections, it fails to produce in the summer and fall, but in every case it is one of the most prolific of the spring crops. Lucky Boy should be grown in hills only. Fruit is extra large and extra fine in quality. We have picked over one quart per plant at one time, of fine large berries, when grown in hills. A New Jersey grower wrote us that he picked 350 quarts from 102 plants, first year plants were set. It is a Cooper seedling, and seems to be at its best in N. J.

## WORLDS CHAMPION (EB.)

From the hundreds of reports received again this season, we would think there was no doubt but what the Worlds Champion was the leading everbearing strawberry, and we believe that it is to date; but it would not be the case if there was sufficient Lucky Strike E. B. plants to place them in the hands of as many growers as there are Champion. Lucky Strike is the Aristocrat of them all, and time will prove it; but until the time arrives for sufficient plants to be grown and disseminated, we must look to the Worlds Champion for the most of our supply.

The Champion is great and fills a long gap between the spring varieties and its own season. Plant in rich soil, give shallow and frequent cultivation, keep blossoms off until July 1st, and then let them fruit, but keep the hoe and cultivator going until killing frost. You should have a good crop of berries all the time from July 20, until hard freezes. There is no crop more profitable for the home than an everbearing strawberry garden. We could fill this book with testimonials received from our customers since we have been selling these plants. A few hundred plants in a well kept garden often pay more than \$1.00 per plant first year; and \$1,000.00 per acre is often reported.

## PROGRESSIVE (EB.)

The Progressive was the first real everbearing to be introduced, and is still planted probably more than any other everbearing today. It is a sure cropper of medium sized berries of extra good quality, and is one of the best for the extreme South. Does best under hill system or narrow matted row. A few hundred plants will furnish a large family all the berries they can use for family use, and some to sell. And an acre will go a long way in paying the family expenses.

Mrs. Geo. Harmon, of Ala., writes us that from 2500 Progressive plants set last spring, she received over \$600.00 in cash. Mrs. Gardner, of Maine, sold \$150.75 worth of berries from 1000 plants set last spring.

## Ever Bearing Varieties That We Have Discontinued

Perfection—too soft and too poor in quality.

Jewell—Small in size and very poor in quality.

Superb—Does not fruit in summer enough to be classed as an everbearer.

Mastodan—Made such a poor showing will not catalog it this year.

We have several new seedlings under test, some are showing up well, but wish to make further test before offering them for sale.





# CULTURAL DIRECTIONS



## STRAWBERRIES AND HOW TO GROW THEM

**STRAWBERRIES.**—Will thrive in almost any soil that is not too dry or water-soaked, and no crop will respond more quickly to good cultivation. Strawberries require a great deal of moisture at fruiting time.

**PREPARING THE SOIL.**—Strawberries should follow some truck crop, or late sowing of peas, soy beans, and etc., on new cleared land. We consider land that has just been cleared and well rotted out to be the ideal site. But of course this can not always be at hand, and the next best, is to follow such crops as above stated. Fall plowing is always desirable for strawberries, breaking the land at least eight to ten inches in depth.

As early in the spring as it is possible to work the soil, disc or cultivate the land over until it is thoroughly worked up on the top; not necessary to work deep in the spring.

If land is not considered rich enough to grow a good crop, and plenty barnyard manure is at hand, broadcast the land over during the winter months before spring preparation is started. If barnyard manure is not at hand the following mixtures will be safe: Chicken manure and acid phosphate, broadcast three parts chicken manure to one part acid phosphate. Two tons per acre can be safely applied and thoroughly worked in just before setting plants; or two tons per acre of pulverized sheep manure broadcast and worked in before planting.

One ton per acre of raw bone meal broadcast and worked in is good. Wood ashes is always desired as a broadcast during winter, and may be spread between the rows during growing season with good results and worked in with the cultivator.

Fertilizer may be used in the drill and mixed with the soil before planting, but never use a fertilizer with any poash directly under the plants. Such fertilizers as bone meal, tankage, dried blood, sheep manure, or ground fish will not injure the roots if worked in good but will insure a good growth of plants even on very thin soil when good cultivation follows. Strawberries should be cultivated at least once a week during the growing season, starting as soon as the plants are set and continue as long as any grass and weeds grow.

Twenty cultivations is usually necessary to grow a good crop, the last ten usually requires but once in a row. The hoe to be used often enough to keep the earth stirred around the plants and all grass cleaned out. Ants seldom injure a field of strawberries that are kept well cultivated and well hoed.

**TIME TO PLANT.**—The fall from November 1st to March 30th in the Southern States; in the Middle States March and April are the best months to set plants, and in the North just as early as they can possibly be set. This depends a great deal on weather conditions in the North. Some years we ship 75% of our plants to Northern States, including all the New England States, during the first half of April. Other years they can not use them before April 20th to May 1st. But every grower of strawberries will find it to be the best plan to always set plants the first week possible. Frosts and freezes do not injure strawberry plants after being set in the field. We commence to set our fields directly after January 1st and nearly always find our first plants to be our best fields.

**SUMMER PLANTING.**—We do not recommend summer planting, but will ship plants after September 15th at purchaser's risk, on prices to be agreed upon at the time.

### SETTING PLANTS

After the soil has been worked to a fine mulch on top, take any handy marker and mark off the rows the desired width, the width of the rows will depend on what system you desire to use. If for hill culture or narrow matted rows three feet apart is about right, or if the plot is to be worked each way the rows should be marked off in check, thirty inches one way and three feet the other. For matted beds the rows should be four feet apart in order to leave a good alley between the rows for the pickers.

We have found a good strong plant dibble, (or garden trowel) the best tool to use in setting plants. Some prefer a spade, this is all right where the land is close, on the clay order, and the roots are long, as it is always best to set the roots down straight, and just the same depth as they grew in the soil. If the roots are left curled up at the end, the plant is most surely to die. Some planters use a tong and paddle, the plant is picked up with the tongs and placed in proper position and the paddle placed on the tip of the roots and pushed in the soil, and the soil pressed around the plant with the foot.

This method is wrong from the start, as it is impossible to get the roots down straight all the way, for whatever portion of the paddle is on the roots that much of the roots will certainly remain in a crumpled position, and if the plant roots are short the plant will nearly always die or remain stunted. This method may "save

the back" but will never be satisfactory.

Some large planters use the regular horse-drawn transplanter. We have yet to see our first good stand of plants put out with a transplanter. While if the planting is done very early in the spring, a fairly good stand may be expected if the droppers are careful.

**HILL SYSTEM.**—The hill system seems to be growing in favor, especially in the North. This system requires more labor under the old rule, as it was tedious work cutting off the runners the first two months after plants were set. Thanks to one of our customers a tool has been invented and is now on sale by us that does away with this tedious work of cutting runners with the hoe.

The runner cutter (as shown on page 21) is made in a circle with a sharp edge with handle so that with one stroke every runner is cut around the mother plant, and the task is done just as fast as you can walk down the row.

At the price this tool can be purchased it will pay for its self in the first days' use, and we figure will be extensively used by the majority of growers after they have seen it in use.

**ADVANTAGES OF THE HILL SYSTEM.**—Strawberry plants are no different in many respects from any other plant or tree that produces fruit. In order to obtain the best results the plant first must have plenty air space around it to develop its crown and branches. If the necessary space is not given it means a small stunted plant at the best. Strawberry plants can not grow on top of each other and at the same time build up a strong fruiting system. Neither can a well developed plant be grown when the roots are crowded. It requires the same space for the root growth as it does for the top.

This is reasonable logic. I have taken strawberry plants up under the stool or hill system, and found that the roots had taken up the whole space allotted to the hill, ten inches on either side of the plant was a mass of roots. Without saying much more on the subject I believe that everyone can understand that the hill system is the only way to grow a perfect crop of strawberries.

It requires about 6,000 plants to set an acre 36"x30" (this distance apart the plants can be worked each way), or it requires about 10,000 to set an acre rows 36" and plants set 18" in the row. This is the most desirable way to grow in hills; at least a quart of berries can be expected to each plant and often two quarts are averaged, and besides the fruit is much larger and of better quality and color and sell for much more per quart.

**THE NARROW MATTED ROWS.**—Mark the row about 42 inches apart and allow the first runners to set about the desired width and well spaced in the bed. After sufficient plants have rooted, the remainder of runner plants are kept cut off. This is best done by a sharp disc placed on the side of the cultivator, as it is necessary to cut off the runners instead of covering them up with the cultivator teeth, as the lateral runners will root under the soil if covered up and at the end of the growing season will be a mass of small plants on each side of the bed to keep out air and moisture from the main plants.

**MATTED ROW.**—This is the way most of the strawberry fields of the South and Southwest is grown, and in fact I believe that 90% of all strawberries are grown at this time by the matted row system. Nevertheless, in my opinion, thousands of dollars are being lost in every community that practices this method, and many a good variety is lost because of not given a chance to grow.

Such varieties as Premier, Big Joe, Chesapeake, Lupton, Cooper, and a few others can be grown fairly well under the matted row system, as they do not crowd the row with so many plants if allowed to take their course. On the other hand there are many varieties that seldom are given a chance to do their best, as they make entirely too many runner plants and the bed is crowded to thick—small nobby fruit is the result, and the variety discarded, when at the same time it may be one of our very best varieties if given the proper chance to grow and develop a crown and root system.

**MATING OF VARIETIES.**—Strawberry plants are divided into two sexes—male and female—or perfect and imperfect blossoms, as the varieties are listed in our books. The perfect flowering varieties will produce just as well without the imperfect variety, but should you fail to set sufficient male, or perfect flowering varieties with your female or imperfect varieties you would indeed have a very poor crop of fruit. For this reason alone a good many growers are planting mostly of the perfect flowering varieties. This is a sad mistake and no grower will do this after they are used to proper mating of their varieties. As often the female or imperfect flowering variety is one of the very best yielders when properly mated.

It is usually the rule to set four rows of the imperfect and two of the perfect, throughout the plot, when it is desired to use



## (CULTURAL DIRECTIONS Continued)

more of the imperfect variety. This will insure proper mating if both varieties bloom at the same time. A very good plan is to set half and half of each. The following perfect flowering varieties are good pollinizers for imperfect sorts. Sen Dunlap, Gibson, Big Joe, Ford, Premier, Chesapeake, Delicious, Eaton, Aroma, Lupton, Wm. Belt.

In selecting proper varieties for fruiting if you will be guided by the varieties listed as early varieties in the price list, need no other to plant with any of them, being all perfect bloomers. In the Early to Mid Season varieties you will find a few Imperfect sorts, and any of the varieties marked (Pcr) under this heading will pollinize the imperfect sorts satisfactorily, and so on with the Medium to Late, and Late to very Late. All the varieties of ever-bearing we are listing need no pollinizing, as they are all perfect bloomers.

For instance, TOWNSEND'S BIG LATE is (Imp) and needs Ford, Lupton, or Chesapeake planted with it, either variety mentioned will do, and Townsend's Big Late is one of the best if not the best late berries, regardless of sex, on the list.

**REMOVING BLOSSOMS.**—It is very important to remove the blossoms or young green berries from all young plants. With the standard sorts this means only one time, but with the ever-bearing it is necessary in order to have the mother plant make a good strong plant before fruiting to cut the blossoms two to three times. Outside of this ever-bearing varieties are grown in the same way as standard varieties.

**CULTIVATING AND HOEING.**—Cultivating should start soon after plants are set and continued every week or ten days as long as weeds grow, and by all means cultivate very shallow near the plant just allowing a dust mulch to form.

The middle of the row may be kept worked a little deeper than next to the plant. The hoe will keep the beds clean, and the ants always.

Often cultivation has saved a many strawberry patch from ruin during a drouth. Too many growers stop the cultivators in the berry field because there is no grass growing in dry weather. **DON'T DO THIS.** Dry weather is the most important time of all to give often cultivation. Every three days during a long drouth will save the field.

**AS TO SPRAYING.**—We are not subject to plant disease here

on the Eastern Shore and are not capable of recommending the right sprays for plant disease. We have in sections here what is known as a strawberry beetle that eats the stem off while the berry is in bloom. A dust of 15% arsenic of lead and 85% dry sulphur has been found to route these beetles. A low down spraying machine (small duster) with a motor driven spray that is set on a low down platform with small wheels about eight inches high is made for this purpose. The bed is raked first with a weeder and the spray applied early in the morning, or late in the afternoon. Rows sprayed each way, the dust is driven under the leaves and into the old trash just before the blossoms open so the beetle can get in his work. I am informed by one of my Delaware customers that he saved his entire crop when neighbors lost practically all. Write Rochester Spray Pump Co., Rochester, N. Y.

**CARRYING OVER AN OLD BED.**—There are many ways to handle an old bed, as the seasons are different no best way can be laid down that I know of. I have had good success and bad in several ways. Our way is to plow up the whole bed as soon as we are through picking, and plant to another crop.

As I had rather set out a new bed every spring then care for the old bed, and often find it much cheaper. I know of neighbors who allow the patch to stand all summer as they leave it after fruiting season, and early in the fall cultivate out the middles good, pull the weeds from the plants and haul them out, give an application of fertilizer and two or three cultivations, and have a fairly good patch for another season. But if the summer has been dry this will not work very well, as most of the plants will die wanting for moisture. Some bar plow the rows as soon as fruiting season is over, pull out the grass and weeds, fertilize them and hoe and cultivate all summer; this is about as good as any, except it is expensive.

Some growers run the mowing machine over the beds directly after fruiting, as soon as the growth dies set it on fire catching the wind plowing strong and burn the patch over. Then cultivate and hoe balance of the summer.

The above is about the way I see the farmers throughout Maryland, Delaware and New Jersey handle their fields. But many do as we do on our farms, plow up and plant to another crop as soon as possible. As the fields are usually manured for the berry crop we can grow a good crop of potatoes, corn, soy beans, cow-peas or most any other crop.



L. S. TOWNSEND, Shipping Dept. Manager

### PREMIER A FAVORITE IN INDIANA

Mr. Geo. B. Welch, Connersville, Ind. Picked 3,600 Quarts Per Acre At One Picking.

Mr. Welch writes us under date Feb. 20, 1925, as follows:

"When you get something better than the Premier I want it. They pick twice as many berries as Dunlap or Burrill, stand up better and bring better prices. I sat down between two rows of Premier and picked four quarts without moving. Picked one row down and walked back to the end stepping over a full quart at every step. This is at the rate of 3,500 quarts per acre, or more than 20,000 quarts per acre for the season".

### TOWNSEND'S PLANTS POPULAR IN FLORIDA

Enclosed find check for \$136.00 to cover the enclosed orders. Kindly rush these orders out, if you please. The season is getting late, and want to say that every one seems highly pleased with your plants you are sending us.  
(Signed) Williams Seed Co., Plant City, Fla.

### TO WHOM IT MAY CONCERN:

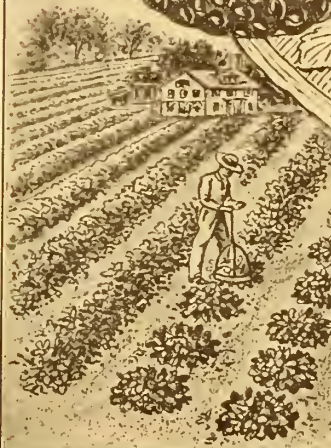
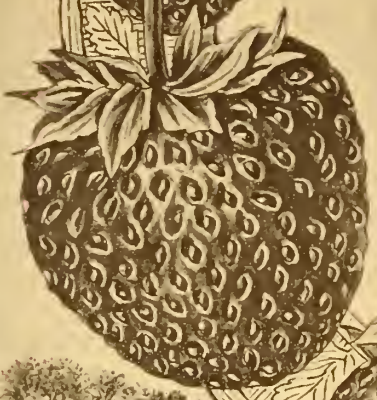
*This Is To Certify, That on one acre of ground planted to Strawberries grown from Nursery plants purchased from E. W. Townsend & Sons, Salisbury, Md., through their local Agent, I. S. Coon, of Kathleen, Fla., I picked and sold as follows: 3818 quarts of strawberries, which netted me \$1130.38, and in addition to what I packed and sold I estimate that I left on the vines at least 2,000 quarts that I could have gathered and realized probably 15c per qt. The variety grown was Townsend's Missionary.*

[Signed] J. A. DUNN

Sworn to before me this 13th day of June, 1925.

John Houghton, Notary Public



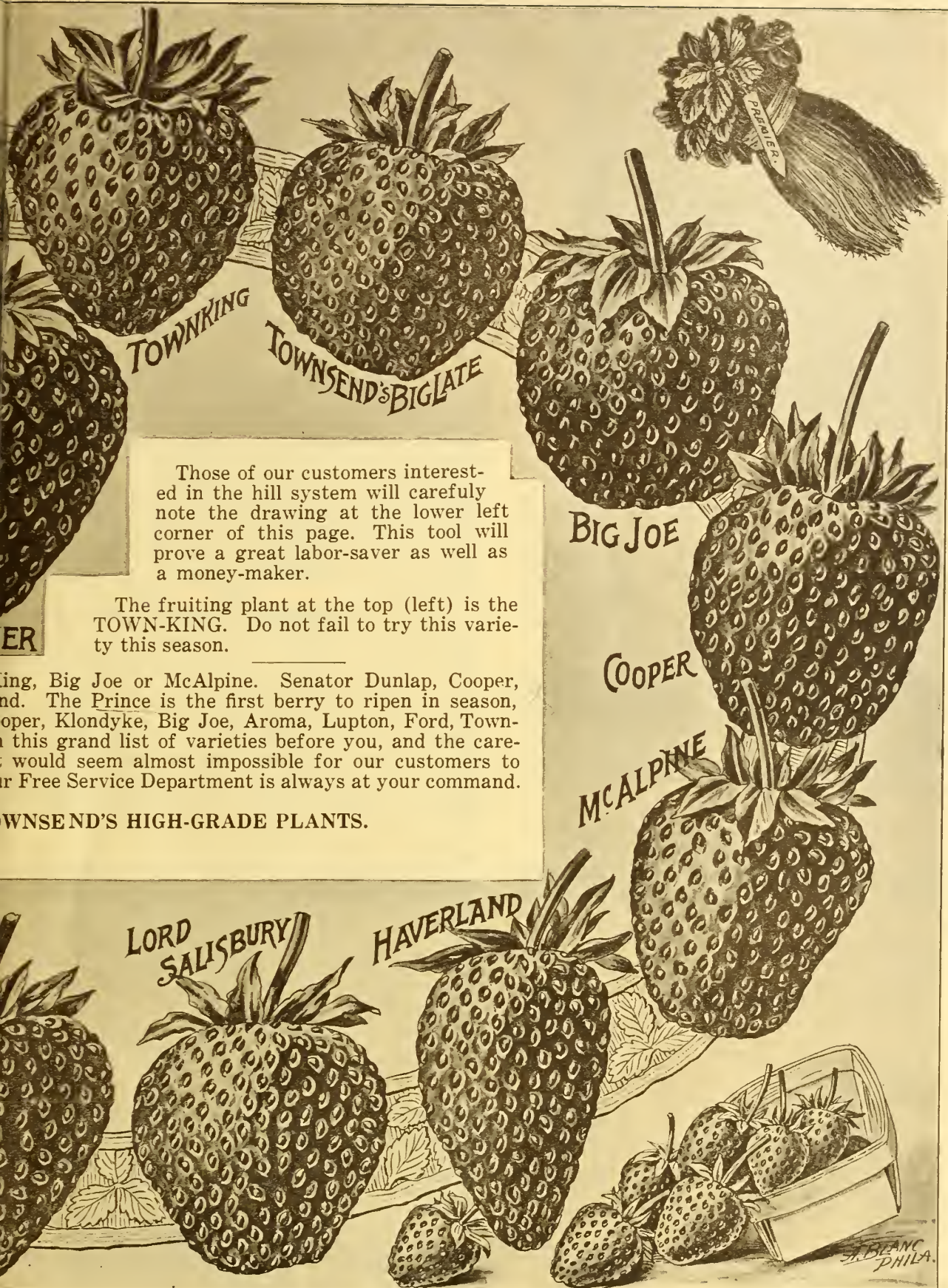


**TOWNSEND'S  
16 BIG SPECIALS**

The sixteen varieties illustrated here are made from actual photos, and represent the CREAM of the list of standard varieties of Strawberries. With the exception of the Townsend Big Late and Haverland, each variety represented here is perfect flowering, and needs no other varieties to mate them. When planting Townsend's Big Late use such varieties as Ford, Chesapeake, Town Lord Salisbury, or Missionary, Premier will make a good mate for Haverland, followed by Missionary, Premier, Lord Salisbury, Haverland, Townsend's Big Late, Town-King, Chesapeake, and Gandy. Very fully written descriptions on the other pages of this book make a mistake in placing their order. But remember—

**FOR BIG CROPS AND BIG PROFITS, USE**





TOWNKING

TOWNSEND'S BIGLATE

BIG JOE

COOPER

MCALPINE

LORD SALISBURY

HAVERLAND

J. BLANC PHILA.

Those of our customers interested in the hill system will carefully note the drawing at the lower left corner of this page. This tool will prove a great labor-saver as well as a money-maker.

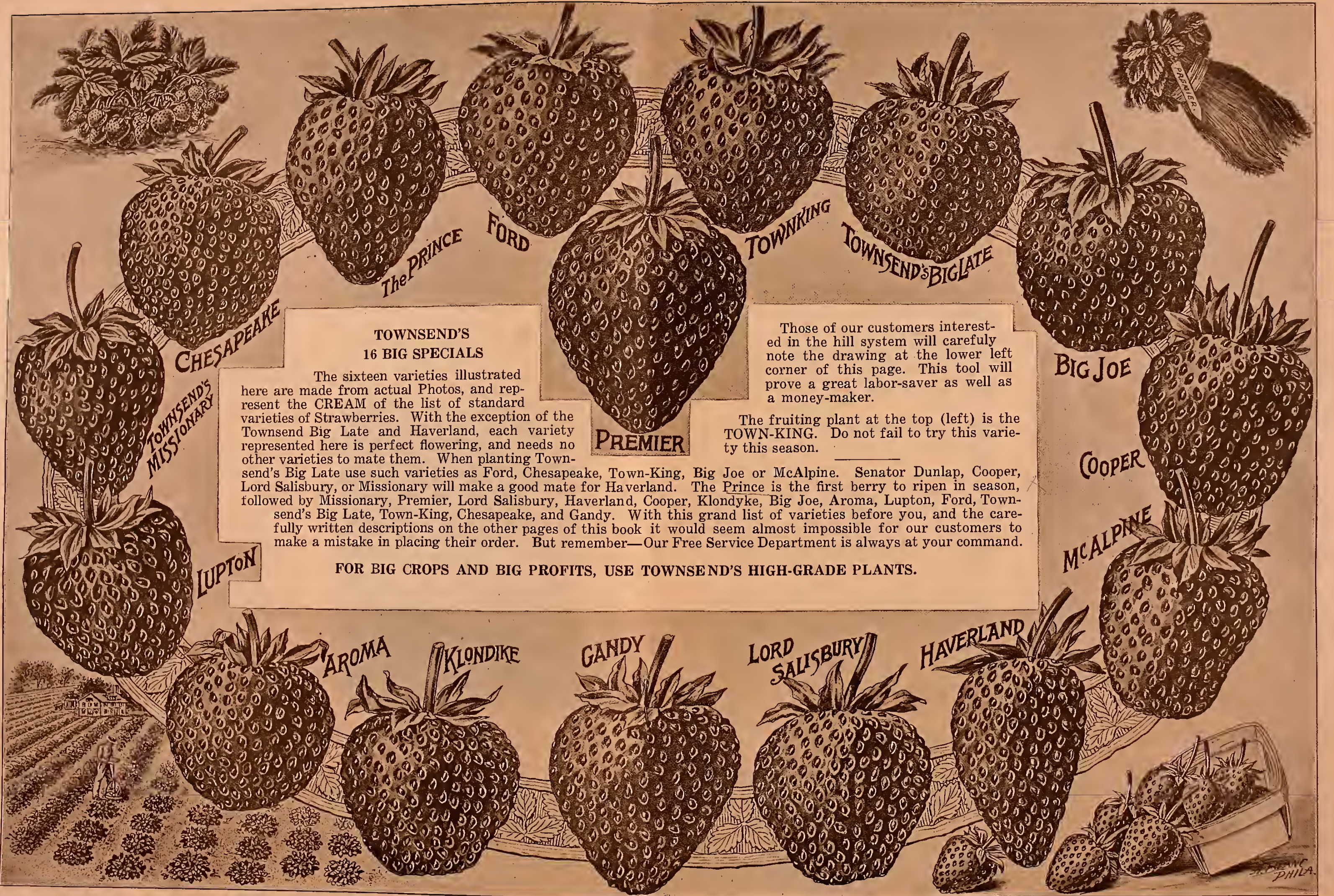
The fruiting plant at the top (left) is the TOWN-KING. Do not fail to try this variety this season.

ing, Big Joe or McAlpine. Senator Dunlap, Cooper, and. The Prince is the first berry to ripen in season, Cooper, Klondyke, Big Joe, Aroma, Lupton, Ford, Town- a this grand list of varieties before you, and the care- would seem almost impossible for our customers to ur Free Service Department is always at your command.

TOWNSEND'S HIGH-GRADE PLANTS.







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The sixteen varieties illustrated here are made from actual Photos, and represent the CREAM of the list of standard varieties of Strawberries. With the exception of the Townsend Big Late and Haverland, each variety represented here is perfect flowering, and needs no other varieties to mate them. When planting Townsend's Big Late use such varieties as Ford, Chesapeake, Town-King, Big Joe or McAlpine. Senator Dunlap, Cooper, Lord Salisbury, or Missionary will make a good mate for Haverland. The Prince is the first berry to ripen in season, followed by Missionary, Premier, Lord Salisbury, Haverland, Cooper, Klondyke, Big Joe, Aroma, Lupton, Ford, Townsend's Big Late, Town-King, Chesapeake, and Gandy. With this grand list of varieties before you, and the carefully written descriptions on the other pages of this book it would seem almost impossible for our customers to make a mistake in placing their order. But remember—Our Free Service Department is always at your command.

Those of our customers interested in the hill system will carefully note the drawing at the lower left corner of this page. This tool will prove a great labor-saver as well as a money-maker.

The fruiting plant at the top (left) is the TOWN-KING. Do not fail to try this variety this season.

**FOR BIG CROPS AND BIG PROFITS, USE TOWNSEND'S HIGH-GRADE PLANTS.**



PHILA.



# WHAT A FEW OF THE THOUSANDS ARE SAYING ABOUT TOWNSEND'S PLANTS

## TOWNSEND'S PLANTS ONLY—PLANTS THAT GIVE SATISFACTION

Extract from a letter received from Mr. Victor P. Kennard, of N. H., July 18th, 1925: We want you to know how well the plants have done that you shipped us last spring. They are every one strong and healthy, and sending out runners in wonderful shape. We entertain high hopes for them. These plants probably received the severest test that it would be possible to give plants. On arrival some of them had blossomed, but they were well packed and arrived in good condition. We did not have the ground ready so heated them in. After five days in the ground we had a snow fall of six inches, the snow lasted several days.

After the snow had disappeared our horses broke through the fence and the first thing they did was to attack your plants. They ate many of the tops off and shook the bundles all over the lot.

We did not discover it until they had been pulled out several hours, but in spite of this every plant that we set has lived and grown to perfection. And if you could see them now you would be proud of them. This is a strawberry section, but your plants are the only real plants that have given us satisfaction.

From Chester, Pa., July 24th, 1925.

This spring I purchased from you Premier strawberry plants, and wish to advise that these plants have grown wonderfully. I thought you due this information and would enjoy hearing. Respectfully, J. L. Meredith.

## WELL PLEASED WITH TOWNSEND'S PLANTS

Mr. Swain Weigel, of W. Va., writes, June, 25th, 1925:

Gentlemen:

I bought 5,000 strawberry plants from you one year ago last spring. I took good care of them and have made real money. In fact I have done fine, and am well pleased with Townsend's plants.

## TOWNSEND'S PLANTS ALWAYS SATISFACTORY

Mr. Ralph B. Hill, of Connecticut, has written us many times in the last twenty years, always praising our plants.

## PLANTS AS LARGE AS A WATER BUCKET—EVERY ONE GREW FINE

Mrs. E. F. Carr, of Vienna, Va., writes, July, 29th:

Plants I bought of you last spring all grew fine and every one lived. I followed your instructions and have kept the runners cut off and each plant is now as large as a water bucket. Every one who sees them wants to know where I got the plants and how I made them grow so large. Don't seem to understand it as no plants ever grew this way before here. Kindly send another instruction book as I have lost mine.

Valuable book of instructions sent free to beginners, or any one interested. The little booklet is handy to carry in the pocket and may be referred to at any time.

(Townsend's plants worth double that of others)

Gallatin, Tenn., April 19th, 1925.

Gentlemen:

Out of the last order of plants we got from you which was 4,000 we never lost a single plant, and every one grew fine. This is more than we can say of any other nursery that we ever bought from. Your plants are worth double any that I know of.

EDGAR T. REED

## TOWNSEND'S PLANTS SUPERFINE

Mr. Alfred Caldwell, of Corbin, Kansas, writes, April 20th 1925—After having the trouble I have had with Cull and "Shoe String" stuff it is a pleasure to write you a few lines. I have ordered strawberry plants from various other growers. Some of these plants probably were good. I thought so anyway. But when I received my first order from you I found that I was just learning what good plants are. If any the others were good then your are truly super-plants.

## FINEST STRAWBERRY PLANTS EVER SEEN

May 23rd, 1925.

98 Elm St., West Haven, Conn.

E. W. Townsend & Sons,  
Salisbury, Md.

Several week ago I received from you some strawberry plants which arrived in good condition. I want to take this occasion to tell you that they are the finest strawberry plants I have ever seen. Many thanks for such plants.

Webster City, Iowa.

Mrs. Johnson from Keyser, W. Va., writes us—We certainly admire your plants here, they produce such big luscious berries, and so many of them.

From Mr. C. W. Fanwell, New Jersey—Plants received in fine shape and all growing fine. I want to thank you for the fine gentlemanly treatment received and the many extra plants.

Mr. B. H. Kimball, Maine, writes, May 5th, 1925—Strawberry plants just received; fine packing, fine condition, and fine plants. Am pleased with them and thank you for the extra ones.

Mr. F. C. Zink, of Accotink, Va., writes, May 6th, 1925—Received the sample plants ordered in fine shape. These are all I am planting this year, but hope to send you another order next year, as I like your plants very much, and do not fail to recommend you to my friends.

From Mr. J. H. Rohrman, Pa.—Strawberry plants, also Canna bulbs received in fine shape; well pleased.

From Henry J. Sewell, Pencook, N. H.—Plants came thru in fine order. Many thanks for prompt shipments and such fine plants.

## TOWNSEND'S PLANTS ALWAYS GOOD

Mr. Jos. Johnson, of Sandy Brook, N. J., writes—Enclosed find money order for another order of plants. The other plants just received were good and in fine condition as they always are.

## GOT BOTH QUALITY AND QUANTITY

Mr. F. J. Worth, Paducah, Ky., writes, April 14th, 1925—Received my strawberry plants Monday. They certainly were in fine condition and I certainly appreciate the quality and the quantity sent to me.

Norwood, Mass., April 23, 1925.

Gentlemen:

Enclosed find check and order for more of your good plants. 32570, and please ship immediately. Please do not include any perfection E. B. To much Thoroughbred, to much Pedigree, and I consider they are worthless. Yours truly A. A. Tucker.

A. A. TUCKER

## HERBERT HAWKINS

GRAIN AND GRAIN PRODUCTS

Paducah, Ky.

Wholesale

April 9th, 1925.

E. W. Townsend & Sons,  
Salisbury, Md.

Gentlemen:

Enclosed find check to balance our account, \$57.50, making a total amount of \$604.50 remitted to you for plants this season.

We have certainly received wonderful plants from you this season, and our crop is now in the most wonderful shape one might imagine.

I hope that you do pay us a visit along this summer when these plants all get up nicely. I think that I shall be very proud to show my patch and I expect to have some photos taken to send you later.

I wish that you could see the acre of "The New Prince." These are plants that you sent to me on the 24th of January. We have never lost a single plant, and they are set all rows of five feet apart and plants eighteen inches apart in the rows. Some of these plants have twenty-five blossoms on them now, and the foliage looks like tobacco leaves. The color is a rich dark green, which shows they are getting plenty nourishment. This is a patch which I expect to compete in your contest.

Yours very truly,

Herbert Hawkins.

NOTE—This lot of plants, shipped to Mr. Hawkins early in the season, was the cause of the sale of several hundred thousand plants in that section, and every one who received our plants there has come back with nothing but praise. Even the County Sheriff sent us a nice order, and we pleased him. We have been hooking orders all summer from that section. Another case where QUALITY COUNTS.—EWT.



# WE SEND FREE PLANTS

Whether you send us an order or not, if you will send us the names or parties who you think are interested in our plants, we will be pleased to send you Our TOWN-KING, For trial.

Dad has just informed me that he has left a page in our catalogue for me. Well folks, I am not much at writing catalogues, but there is a lot of things that I would like to talk to our good customers about. First, I want to thank each and every one of you who have been kind enough to favor us with your orders, and the many kind words you have spoken in praise of our plants to your friends and neighbors. I assure you that nothing you can do for us would have helped us more. We receive thousands of orders each year simply through your good words. Just how much we appreciate your kindness I cannot find words to express, but let me say this; we are straining every nerve within us to grow for you the very best grade of plants that it is possible for us to grow, and to give each of you who send us an order 100 cents worth of plants and more for every dollar intrusted to us.

For twenty-five years Dad has been selling some of you folk plants, and long before my school days were over, I became interested in the business. My younger brother who is now Superintendent of the packing and shipping department became so interested in the business that he stopped school at the age of fifteen to take an active part in the business. I want to tell you here folks, that I do not believe that this brother of mine 100. This is according to our records, and we want to give full charge of our packing and shipping department, and in filling more than thirty thousand orders in a single season, not one error was credited to him, a record that any man should be proud of, and probably never was equalled before.

As to my office, it befalls my lot to read every one of your orders, to check them all up, not only to see that the remittances are right, but to see if your Post Office, Express Office, and other shipping instructions are right, and to see that every order is properly booked and sent to the packing house to be filled. To keep our mailing list alive and up-to-date. To see that every one who sends in an order, that the name is placed on our permanent mailing list and indexed so that the order can be referred to at any time. Keeping the big mailing list up-to-date is a big part of my job; and again I want to thank you one and all, for the thousands of good names you have sent in to us on the back of our order sheets. Friends, I never read an order without turning over the sheet to look for the names on the other side. These names are at once copied off, and a catalogue mailed to each name and address at once. Across the bottom of your order I write out in large letters: "NAMES SENT WITH ORDER. PLEASE SEE THAT CUSTOMER GETS EXTRA PLANTS AND PROMPT SHIPMENT."

Friends, the few minutes it takes you to write out these names for us, means more than you might suppose. It means that you will not only get full measure this time, but it puts us in touch with thousands of other folks, who are as anxious for our service as you have been; and they continue to send in more names, and thus the wheel is kept rolling from year to year. In the end, it enables us to give you more in quality and quantity for your money than we could ever have given you had you not granted us this favor.

My office allows me to see and to read practically all the letters and orders that come in. We receive a few complaints, no business as large as this could ever expect to be perfect and above making errors. But when I tell you that less than one error is made in filling every one thousand orders, I believe that you will agree with me that we have a pretty good organization, and one that you need not be afraid to recommend your best friends to deal with. Through your loyal support, and our hard work, we have grown to be the largest concern of its kind in the world. We are proud of our record, and equally proud of our loyal supporters.



E. W. TOWNSEND, Jr., Secretary & Treasurer

Now as to what we have to offer you this time. I do not believe that we ever had more in quality to offer you than now. A very dry summer caused our plants to set thinly in the beds, and the plentiful rains during the fall months, together with our rich new soil, has made the finest quality plants I think I ever have seen. I am mighty anxious to begin shipping these plants out to you, and know you are going to be mighty well pleased with them. We planted an increased acreage this time, and hope to be able to take care of all your orders. Our prices have been kept down just as low as we possible could make them and make a living profit for ourselves.

In closing I want to ask every one of you who receives this book to feel free to call on us in any way of your troubles, and if our humble service can be of help to you, we are always at your command.

We want you to fully understand that when you send us your money, that our service does not end there. I have not had the pleasure of reading Dad's part of the book, but feel sure that he has made everything just as plain as possible for you. But if there is anything you want to know in reference to making selections, varieties, preparing the soil, mating of varieties, fertilizer, methods of marketing, and etc., don't fail to write us, and whenever you can make it convenient, don't fail to come see us. You will find us just ordinary hard working farm folks, and will be mighty glad to meet you.

And whether you will need any plants or not this season, won't you kindly use the order blank and return envelope which will be inclosed with your catalogue—and write the names of any of your friends who you think will be interested in our High Grade Plants, and our Service. And for this kindness we will mail you postpaid, a bundle of our new TOWN-KING, plants for testing. I believe that you will find this one of the best late varieties you have ever seen, and we will be mighty glad to have you try it. Personally, I am sold on this variety, as I fully believe that it will prove the greatest money maker on our entire list. And you will take no chances in buying 1000 plants, as we absolutely guarantee them to be as represented or your money back.

Another word: Please get the order in early. The only failure I ever hear of in growing strawberries are mostly from late plantings. We are always ready to make shipment any time from November 1st until May 1st. Some seasons as late as May 15th, but not often. Usually April plantings are a success 95 times out of a 100. This is according to our records, and we want to serve you when we can serve you best.

Believe me yours very truly,

E. W. TOWNSEND, JR.



**THE NEW KATHRINE**

**Red E. B. Raspberry, Sweet Delicate Flavor**

The newest and the best of the ever bearing raspberry we have tested. Said to be a seedling of the St. Regis, which it resembles very much, but produces about three times as much fruit in the fall first year. Should be planted on rich garden soil, will produce a small crop first summer and fall. And if cut back in spring will produce a heavy crop during summer and fall. If allowed to fruit heavily in early spring the fall crop will not be so large as it will not have time to make sufficient wood. Whenever and wherever a good mild sweet Raspberry is wanted for home use or market we recommend the Kathrine, as the best money maker on the list. And is decidedly hardy, and less blight shown on this than any variety we grow, and we have the Latham, which is supposed to be the most blight resistant of the Raspberry family. We are planting it heavy for fruit and it has proven a money maker for us.

**ERSKINE PARK**—This produces fruit in the summer and fall. Fruit large and good quality, but not very much on fall plants.

**CUTHBERT**—An old time standard, of good quality and large size.

**ST. REGIS**—Out side the New Kathrine, we believe this to be the best red raspberry on the market for general purpose. Not quite as large as Cuthbert, but fruit is more plenty in season, and sells for higher

500 at the 1000 rate. Write for special prices on We ship 500 plants or less by parcel post. Larger postage or Express charges collect.

	Each	12	25	50	100	250	1000
The New Kathrine E. B. (red).....	.25	2.50	4.50	7.50	10.00	25.00	75.00
Erskine Park, E. B. (red).....	.15	1.00	1.50	2.75	5.00	10.00	.....
Cuthbert, (red).....	.15	1.00	1.50	2.75	5.00	10.00	35.00
St. Regis, E. B. (red).....	.10	.75	1.50	2.75	5.00	10.00	25.00
Latham (red).....	.25	2.50	4.50	7.50	10.00	25.00	.....
King (red).....	.10	1.00	1.50	2.75	5.00	10.00	35.00
Plum Farmer, (black).....	.10	1.00	1.50	2.75	5.00	10.00	35.00
Cumberland, (black).....	.10	1.00	1.50	2.75	5.00	10.00	35.00
Honey Sweet (black).....	.15	1.50	2.50	3.75	7.00	15.00	50.00
Strawberry Raspberry.....	.15	1.50	2.50	3.75	7.00	15.00	50.00

prices, besides it being one of the very earliest in season to ripen.

**LATHAM**—Healthiest, Hardest, and most productive red Raspberry grown. Is what the introducers and Experiment Stations claim. Sold only in small lots this season.

**KING**—Or Early King. This is an early variety. Fruit very small. Popular in some sections.

**PLUM FARMER**—We consider this one of the best standards, in blacks.

**HONEY SWEET**—Practically same as Plum Farmer sweet and good producer.

**RASPBERRY CULTURE**—Red Raspberries should be planted in rows five feet apart; and plants set three feet in the rows. Given regular and shallow cultivation. They require very rich soil, or plenty good barn yard manure. Soil with no humas will not grow good raspberries. After the first year or two, the older plants should be cut out and the new plants left to fruit the following year. If the canes become to tall it is a good plan to stake and run two wires on either side. Clip heads during dormant season to desired length. Plant Black caps in rows six feet apart one way and five the other and cultivate each way. Pinch out buds as soon as two feet long in summer. After fruiting cut out all old fruiting wood and let new growth come and treat same as first year. A Raspberry patch is usually good for four years. Wood ashes is very good fertilizer for Black caps, also plenty other fertilizers or manure.

orders for 5000 up. lots go cheaper by Express. In either case, we ship

**VARIETIES OF ASPARAGUS**

**WASHINGTON**—This is a new strain said to be large and healthy. Green.

**MARY WASHINGTON**—A new early strain. Green.

**PALMETTO**—Old standard. Green.

**CONOVERS**—Green.

**BARRS MAMMOTH**—Green.

**GIANT ARGENTEUIL**—Green.

These are about all the distinct varieties grown. There are some few catalogues who carry other names, but think you will find them one of the above-named varieties. We can supply in one, two, and three year old roots in any quantities.

**WRITE FOR SPECIAL PRICES ON LARGE LOTS.**

	25	50	100	250	1000
Washington, 1 yr. roots.....	\$1.00	1.75	\$3.00	\$6.00	\$20.00
Washington, 2 yr. ....	1.50	2.50	4.00	10.00	30.00
Giant Argenteuil, 1 yr. ....	.75	1.50	2.00	4.00	10.00
Giant Argenteuil, 2 yr. ....	1.00	1.75	2.50	5.00	15.00
Palmetto, 1 yr. ....	.75	1.50	2.00	4.00	10.00
Palmetto, 2 yr. ....	1.00	1.75	2.50	5.00	15.00
Barrs Mammoth, 1 yr. ....	.75	1.50	2.00	4.00	10.00
Conovers Collosal, 1 yr. ....	.75	1.50	2.00	4.00	10.00
Conovers Collosal, 2 yr. ....	1.00	1.75	2.50	5.00	15.00

We ship Asparagus in 1000 lots or less by Parcel Post, Collect. Larger lots Express or Freight Collect.



# DEWBERRIES

## DEWBERRIES (or Blackberries)

**AUS-LU**—This is a cross between the Austin, and the Lucretia; has the habits of both these well known varieties. Resembles the Austin more in plant growth. Size of fruit as large as Austin and almost as firm as Lucretia; much sweeter than either and will produce more fruit. Season very earliest to ripen. Mr. George Witmore, of Conn., writes: Fruited your Aus-Lu this season and was highly pleased with it; fruit larger than any blackberry ever seen growing here and decidedly the best quality. Does not have as many seeds as other varieties. Will want more plants next season. Mr. Wilder of Florida says Aus-Lu beat all other varieties here on test. Fruit larger and better quality.

For home use or market we consider it the best of all (unless for the extreme South), where a berry was wanted for the Northern markets, then we would say Lucretia was best for that purpose as it stands long shipment better than any blackberry on the market.

**LUCRETIA**—This has been the standard commercial dewberry or blackberry for many years on account of its hardiness in growth and firmness of fruit. Season latest of the Dewberry family, fruit medium to large.

**AUSTIN (Mays)**—This variety is good where the distance is not too great from market where it is to be sold. Is a fine, large sweet berry, enormous producer. Season very early; grown by most commercial growers in the North.

**PAN-AMERICAN**—This is a new race of the dewberry or running blackberry, season in mid-summer about thirty days after the regular crop of blackberries. It is good quality and the most prolific berry grown.

Fruit medium in size; on account of its habit of growth should be planted in rows eight or ten feet apart each way, and staked and wired. Requires good soil. Immediately after fruiting, cut all growth away and let new wood make.



AUS-LU

### DEWBERRY PLANTS

	Each	12	25	50	100	250	1000
Aus-Lu .....	\$.25	\$2.00	\$4.00	\$7.50	\$10.00	\$20.00	\$60.00
Pan American .....	.25	2.00	\$4.00	\$7.50	\$10.00	\$20.00	\$60.00
Austin .....	.10	.75	1.00	1.50	2.50	4.00	15.00
Lucretia .....	.10	.75	1.00	1.50	2.50	4.00	15.00
Snow White Blackberry .....	.25	2.50	4.50	.....	.....	.....	.....
Crystal White Blackberry .....	.25	2.50	4.50	.....	.....	.....	.....

We ship 500 Dewberry plants or less by Parcel Post. Larger lots by Express, collect. 500 at the 1000 rate. Write for special prices on larger quantities.

### BLACKBERRIES

WE CAN FURNISH SUCH VARIETIES AS ARE LISTED BELOW, which we consider the best strong rooted plants.

	25	50	100	250	1000
	\$3.00	\$4.00	\$7.50	\$16.50	\$60.00
Wilson Early				Eldorado	
Himalaya Giant				Erie	
Ward				Logan Transplant	
Macatawa				Rathburn	
Ice Berg				Snyder	
Ancient Britten				Stones Hardy	
Blowers				McDonald	
Early Harvest				Mersereau	

#### CRYSTAL WHITE

We consider this variety to be the best of the white blackberries.

### GOLD DOLLAR RASPBERRY

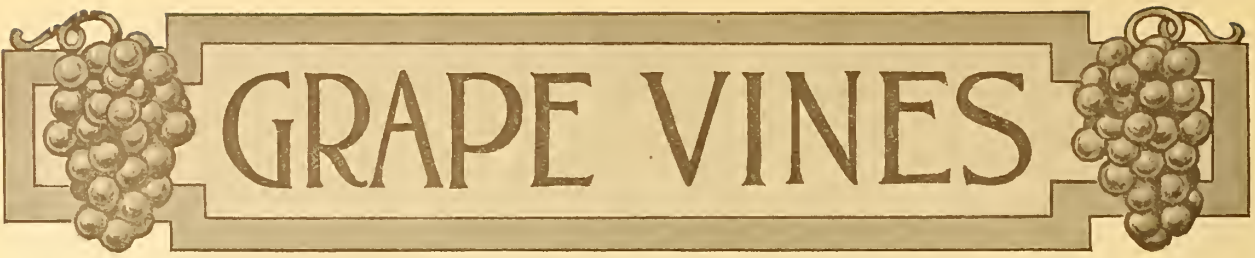
Owing to the fact that we have not grown enough plants of this variety to supply our orders now booked, we are not offering it for sale this year. Any of our customers having a few plants of this variety to offer we will be pleased to get in touch with them.

### CALIFORNIA PRIVET

We have a fine supply of privet, twice cut back and well branched, suitable for quick hedging. This is two year old branched.

Prices: 12" to 18"—15c each; in quantities one to fifty, 100 plants up, 12c each.

18" to 24"—20c each; in quantities one to fifty, 100 plants up, 15c each.



# GRAPE VINES

## TOWNSEND'S HARDY SELECTED GRAPE VINES

The Grape is one of the most healthful of all fruits, and is most highly esteemed for its many varied uses. Grapes can be grown by anyone who has a small garden or back yard. The vines can be trained up the side of a building or a garden fence, or over an arbor. But the most profitable way where there is room is to train to a wire trellis. Where grown for field culture, the most up-to-date growers are now spacing the rows 12 feet apart and planting vines 6 feet apart in the rows. This gives room for driving a wagon between the rows to haul out the loads of fruit, and also ample room for spraying.

Bone meal and wood ashes are two very good fertilizers for the grape, but it responds wonderfully to most any good fertilizer or barn yard manure. Grapes succeed in every state in the union, even the dry spots, where it is impossible to grow fruits, grapes have been known to produce well.

**PRUNING**—Annual and careful pruning is essential to the production of good grapes if the vine is called upon to bring forth too much wood they can not bring to maturity a fine crop of the best fruit. The pruning should be done between November and March 1st, while the vines are entirely dormant. **CONCORD** grape is decidedly the most popular American grape, and is more largely grown than all other varieties. But there are other good ones, and especially so for family use. We like a good selection of colors, and think the white varieties are among the best for home use. Also there are many good Red varieties among them the **CACO**.

No other department of our nursery has grown faster in the last five years than our grape vine department. The Eastern Shore of Maryland is especially adapted to grape plants. There is no disease here, and besides our seasons are long, the cuttings are put in the fields early in the year and grown until November or later. Thus our one year old vines are often larger than the two year old Northern vines. All this means a great saving, and besides an insurance that you will be getting the best vines money can buy by dealing with us.

### BLACK GRAPES

**CONCORD**—One of the most popular and reliable varieties, bunches large and compact, good strong grower and a heavy yielder, berry large and round, almost black, juicy and very sweet. Keeps well in cold storage.

**MOORE'S EARLY**—Large black grapes of good quality, ripens a little earlier than Concord. Recommended for home use as it is very mild and sweet.

**WORDEN**—Seedling of the Concord, which it greatly resembles and I doubt if there are very many persons who could tell the difference.

**CLINTON**—The Clinton is one of the hardiest varieties in cultivation and is especially recommended in close corners, and on very light soil. Never fails to grow and does well no matter where planted. Fruit medium in size, very good in quality, long slender bunches, keeps well in storage.

**HUBBARD**—This is the second time we have been able to offer this new Black grape. We had the pleasure of seeing the fruit this summer, and without any ex-

ception it is the best quality Black grape we have seen for home use. Extra large in size and large bunches, and seems to bear out the description given by the introducer. The Hubbard was awarded the "Wilder Silver Medal." American Pomological Association, in competition with California's best varieties. Only a small stock, sold in small lots only.

### WHITE GRAPES

**THE CRYSTAL WHITE**—The color is a greenish white, and so crystal like that you can see the seed plainly. One of the mildest and sweetest of all the white grapes. Extra large in size, and large bunches. Should be in every garden. Season very early and continues several weeks. Recommended every where as it is particular hardy in all soils and climates.

**NIAGARA**—This is one of the old popular white grapes, and is surely a good one. Size medium to large when fully pruned. Medium long bunches, medium in season. Good for home use or market, stores well.

**DIAMOND**—White Diamond is a clear white grape when commencing to ripen, shading to a cream when fully ripe. Very good grower. Mild sweet.

**EMPIRE STATE**—Is a new one we put in stock at the request of our customers, who make great claims for it as a home use variety. Claimed to be very sweet and a heavy producer.

**POCKLINGTON**—Pocklington, is highly recommended as a home use variety. Very prolific, large size, and large bunches.

### RED VARIETIES OF GRAPES

**THE CACO**—Said by all who have grown it to be the best red grape on the market. Extra large in size, and extra large bunches, very firm and sweet. A strong hardy grower. Said to be a cross between the Concord black and Catawba red, if so it certainly has good parentage. We have been limited with this variety for plants as we could not get as much planting stock as we needed. We set a good lot this season and have a fine stock of one year old plants, also a small stock of two and three year old, which we carried over to accommodate our customers who wanted the older vines. Caco, is perfectly hardy every where. Season very early.

**AGAWAM**—Deep red large bunches with rich aromatic flavor. Season late.

**DELAWARE**—The old standard red grape, but owing to its small fruit is giving away to other varieties, which is larger in size. Delaware is very good in quality and highly admired.

**CATAWBA**—One of the old time favorites, especially for wine purposes. Large in size, very juicy and a strong grower.

**BRIGTON**—A medium size grape, very firm and sweet.

Newer varieties of grapes that we are testing. Some have been grown a long time, but new in our list. **SALEM, MARTHA, DIANNA, ELVIRIA, DUTCHES, IVES, WYOMING RED.**



# PRICE LIST OF GRAPE VINES

	Each	5	10	15	25	50	75	100	250	500	1000
<b>Black Grapes</b>											
Concord 1 yr. No. 1	\$.10	\$.50	\$.90	\$1.35	\$2.00	\$3.75	\$5.25	\$6.50	\$15.00	\$25.00	\$40.00
Concord 2 yr. No. 1	.15	.75	1.35	2.00	3.00	5.00	7.50	9.00	22.50	37.00	60.00
Concord 3 yr. No. 1	.30	1.50	2.70	4.00	6.00	10.00	15.00	18.00	45.00	75.00	120.00
Concord 1 yr. No. 2	.07	.35	.60	.90	1.50	2.50	4.00	4.50	10.00	25.00	30.00
Concord 3 yr. bearing size	.50	2.25	4.00	5.50	8.00	15.00	20.00	35.00	.....	.....	.....
Moore's Early 1 yr.	.15	.75	1.35	2.00	3.00	5.00	7.50	9.00	22.50	.....	.....
Moore's Early 2 yr.	.30	1.50	2.70	4.00	6.00	10.00	15.00	20.00	.....	.....	.....
Worden, 1 yr.	.15	.75	1.35	2.00	3.00	5.00	7.50	9.00	22.00	.....	.....
Worden, 2 yr.	.30	1.50	2.70	4.00	6.00	10.00	15.00	20.00	.....	.....	.....
Clinton, 1 yr.	.15	.75	1.35	2.00	3.00	5.00	7.50	9.00	.....	.....	.....
Clinton, 2 yr.	.30	1.50	2.70	4.00	6.00	10.00	15.00	20.00	.....	.....	.....
Hubbard, 1 yr.	.30	1.50	2.70	4.00	6.00	10.00	15.00	20.00	.....	.....	.....
Hubbard, 2 yr.	.60	3.00	5.40	8.00	12.00	20.00	30.00	40.00	.....	.....	.....
Hubbard, 3 yr.	.75	3.50	7.00	.....	.....	.....	.....	.....	.....	.....	.....
<b>White Grapes</b>											
Crystal White, 1 yr.	.30	1.50	2.70	4.00	6.00	10.00	15.00	20.00	.....	.....	.....
Crystal White, 2 yr.	.60	3.00	5.40	8.00	12.00	20.00	30.00	40.00	.....	.....	.....
Niagara, white, 1 yr.	.15	.75	1.35	2.00	3.00	5.00	7.50	9.00	22.50	37.00	60.00
Niagara, 2 yr.	.30	1.50	2.70	4.00	6.00	10.00	15.00	20.00	.....	.....	.....
Diamond, 1 yr.	.30	1.50	2.70	4.00	6.00	10.00	15.00	20.00	.....	.....	.....
Diamond, 2 yr.	.45	2.25	4.50	6.00	9.00	15.00	22.50	30.00	.....	.....	.....
Empire State, 2 yr.	.45	2.25	4.50	6.00	9.00	15.00	22.50	30.00	.....	.....	.....
Pocklington, 2 yr.	.30	1.50	2.70	4.00	6.00	10.00	15.00	20.00	.....	.....	.....
<b>Red Grapes</b>											
"The Caco, 1 yr.	.50	2.50	5.00	.....	.....	.....	.....	.....	.....	.....	.....
"The Caco, 2 yr.	.75	3.50	7.00	.....	.....	.....	.....	.....	.....	.....	.....
"The Caco, 3 yr.	1.00	5.00	10.00	.....	.....	.....	.....	.....	.....	.....	.....
Agawam, 1 yr.	.15	.75	1.35	2.00	3.00	5.00	7.50	9.00	22.50	37.00	60.00
Agawam, 2 yr.	.30	1.50	2.70	4.00	6.00	10.00	15.00	20.00	45.00	90.00	175.00
Delaware, 1 yr.	.20	1.00	2.00	3.00	5.00	10.00	15.00	20.00	.....	.....	.....
Delaware, 2 yr.	.30	1.50	2.70	4.00	6.00	12.00	18.00	30.00	.....	.....	.....
Catawba, 1 yr.	.20	1.00	2.00	3.00	5.00	10.00	15.00	20.00	.....	.....	.....
Catawba, 2 yr.	.30	1.50	2.70	4.00	6.00	12.00	18.00	30.00	.....	.....	.....
Brighton, 1 yr.	.20	1.00	2.00	3.00	5.00	10.00	15.00	20.00	.....	.....	.....
<b>New Varieties</b>											
Salem, 1 yr. (red)	.20	1.00	2.00	3.00	5.00	10.00	15.00	20.00	.....	.....	.....
Martha, 1 yr.	.20	1.00	2.00	3.00	5.00	10.00	15.00	20.00	.....	.....	.....
Dianna, 1 yr.	.20	1.00	2.00	3.00	5.00	10.00	15.00	20.00	.....	.....	.....
Elviria, 1 yr. (white)	.20	1.00	2.00	3.00	5.00	10.00	15.00	20.00	.....	.....	.....
Dutchess, 1 yr.	.20	1.00	2.00	3.00	5.00	10.00	15.00	20.00	.....	.....	.....
Ives, 1 yr. (black)	.20	1.00	2.00	3.00	5.00	10.00	15.00	20.00	.....	.....	.....
Wyoming Red, 1 yr.	.20	1.00	2.00	3.00	5.00	10.00	15.00	20.00	.....	.....	.....

We ship grape vines in 100 lots or less by Parcel Post, Collect. Larger lots Express or Freight Collect.

## RAINBOW DAHLIA GARDENS

These Gardens are selected from more than 100 varieties of every shade, color, and variety. This is the entire stock of one of the largest Florist and Dahlia growers in the country. We find it more satisfactory in our own plantings to use these mixed collections, as they are much more beautiful than any plantings you can arrange; and about 10 per cent of the cost of buying straight named varieties. Some of these varieties are being sold this season as high as \$50.00 per single tuber, and many of them \$1.00 to \$5.00 per single tuber.

We offer them as follows as long as they last:

One dozen Rainbow collection	.....\$1.00	100 tubers, Rainbow collection	.....\$6.50
25 tubers, Rainbow collection	..... 2.00	500 tubers, Rainbow collection	.....25.00
50 tubers, Rainbow collection	..... 3.75	1000 tubers, Rainbow collection	..... 45.00

TOWNSEND'S PLANTS TWICE AS GOOD AS OTHERS THAT COST THREE TIMES AS MUCH

April 9th, 1925.

E. W. T. & Sons,

Enclosed find check and order for more of your good plants. This is the second order to you folks. I want to say that the plants sent to me three years ago gave us the best satisfaction of any plants we ever received, and we have bought the Brag—plants that cost about three times as much as yours that never gave one-half the satisfaction, or made us one-half as much money. Nothing but Townsend's plants for me, and my neighbors say the same. You are certainly in strong bere with the berry growers. Respectfully, F. L. Kurg.

TOWNSEND'S FINE PLANTS—BRING MORE ORDERS

Mr. C. Schrenk, of Mill Village, N. H., writes—My plants just received, they are fine. Thank you for your promptness. Very much pleased. Some neighbors saw them at the P. O. and want some of the same kind, especially after I told them what nice berries they produced. Sending you a list of names so you can send your books. You will be sure to get more orders from here.

Note—From this one shipment we credited over twenty orders. Growers, everywhere appreciate the kind of plants we send them, the result is that it always means more business for us. Good plants and good service is sure to build any business and cause it to stay built.

# TOWNSEND'S GARDEN COLLECTIONS

In order to introduce our Strawberry gardens into more homes this year, we are making exceptionally low prices to you. We have received so many good reports from our friends who have ordered these collections in the past, that we really feel it a very great honor to help in making these selections that will fit into every back yard garden, supplying plenty of fruit for the table with a good surplus for canning. Many of our good customers report astounding figures that they have derived from selling their surplus berries. These Gardens are also backed by our Guarantee to please you and do just what we say they will under favorable conditions. Kindly order these Collections by name if you please, as it greatly helps us in booking your orders during the rush season.

## OUR SMALL FAMILY GARDEN

This fine Garden will supply a small family with all the Big Red Berries that they wish throughout the season. Are perfectly hardy and will grow in a close or shady place in the back yard.

50 Missionary .....	\$ .65
50 Dr. Burrill .....	.65
50 Big Joe .....	.75
50 Ford .....	.75

Catalogue Price .....\$2.80

**Our Special Price to you**-----\$2.25

April 11. Leonia, N. J.

Collection received and planted. Already shows signs of growth. Thank you for the extra plants received and the courteous treatment given me.

C. W. Farwell.

## OUR SPARE TIME GARDEN

We have combined these fine varieties for the man or woman who has a little spare time during the day for out door work. With a little attention and proper care, one can realize a tremendous profit from this garden, and will in no way interfere with your regular work.

200 Premier .....	\$1.60
200 Delicious .....	1.60
200 Brandywine or Aroma	1.60
200 Townsend Big Late	2.00
200 Wm. Belt or Gandy	2.00

Catalogue Price .....\$8.80

**Our Special Price**-----\$7.85

## OUR SPECIAL VINEYARD COLLECTION

Each and every home should have a few grape vines; and to help anyone who is not familiar with the varieties, we will select vines for you that will prove satisfactory in your section.

2 Best Black Grapes 2 Yr.
2 Best Blue Grapes 2 Yr.
2 Best Red Grapes 2 Yr.
2 Best White Grapes 2 Yr.

Catalogue Value .....\$2.70

**Our Special Offer Price**-----\$2.25

Grape Vine Collection arrived in the finest condition. Many thanks for the extras.

Mr. Levi Green.

## OUR SPECIAL ALL SEASON GARDEN

This Garden consists of varieties that will produce a wonderful crop of Big Red Berries from early in the spring, and will also give you extra fruit on the Everbearing the following fall. An extraordinary value. Perfectly hardy, will fruit anywhere.

50 Premier .....	\$ .75
50 Delicious .....	.75
50 Aroma .....	.75
50 Everbearing .....	1.50

Catalogue Price.....\$3.75

**Our Special Price to you**-----\$3.00

May 5. Maine.

Collection received. Fine packing, fine condition and fine plants. Am more than pleased with them. Thanks for the extra ones.

B. H. Kimball.

## A PROFIT MAKING GARDEN

Will furnish you with all the fruit that you wish for table and canning, with an extra surplus to sell. These varieties are noted for their producing qualities, fruiting from early to late.

100 Premier .....	\$1.10
100 Bun Special .....	1.10
100 Gibson .....	1.00
100 Chesapeake .....	1.25
100 Ford .....	1.10

Catalogue Price .....\$5.55

**Our Special Price**-----\$4.90

## TOWNSEND'S OWN CHOICE STRAWBERRY COLLECTION

We are making this collection of 500 Plants owing to the fact that thousands of our customers each year send in their order and leave the selection to us. We at all times give extra value in making these collections, selecting varieties adapted to their soil and climate, saving our customers a considerable amount of money each year. Where no special varieties are wanted, we advise this collection for all. Kindly advise us if for home use or market purpose, or both.

100 Best Extra Early	
100 Best Early	
100 Best Medium to Late	
100 Best Late	
100 Best Very Late	
Catalogue Value .....	\$6.00

**Our Special Price**-----\$5.00

**Two Collections, 1000 plants**-----\$8.00



# THE TOWNSEND WAY

When we start a crop of strawberry plants, we have but one thing in mind, and that is to grow a better crop of plants than we have ever grown before. Quality is always put before quantity with us. It has always been our aim to keep a step ahead of our nearest competitors. In this respect, we have no secrets. Our business methods in growing our great crops of plants is open and above board. 1st—We have the soil and climate to start with. It is an admitted fact that no section on earth is so favorable situated for the growing of strong healthy plants as the famous Eastern Sho' of Maryland. This added to our daily toil of preparing new land from the brush, and properly putting it into shape, our method of selection and restriction of our propagating stock, early planting and constant cultivation throughout the growing season, is the main points of our success.

When our crop is completed, we have a 100 per cent crop. That is 100 per cent healthy and productive in quality. We ourselves, not only say this, but thousands and thousands of our customers throughout the country will testify to this fact, and their actions speak louder than anything we could say. In twenty-six years of successful plant breeding and plant propagation, The Townsends Nurseries have constantly forged ahead until today they stand at the top of the ladder as to the quality of plants that they are producing, as well as the quantity which they are yearly producing.

**TRUTH IN ADVERTISING IS OUR MOTTO.** It would be only foolishness for us to make these great claims unless we backed it up with the goods. Townsends plants have never failed to more than make good every statement that we have made for them. They have been tested time and time again with the so-called Best in the World plants, and never have they been found wanting. We believe that there is no other strain of plants being offered by any concern in the business

that equals the Townsend strain in turning out the quarts and the dollars. We do not believe that there is any concern in the business that can show you one half as many acres of strong vigorous health plants as we can show you on the Townsend plant farms. And not withstanding all these acres of plants, we will be compelled to return hundreds of orders that we cannot fill. It is simply impossible to supply the great demand for Townsends High Grade plants. The only way to be sure of getting your order filled is to get it in early. If you do this, we promise that you will not be disappointed in any way.

Townsends plants are always reasonable in price. We positively cannot sell our High Grade plants as cheap in price as many others do; but one thing, our customers who have been dealing with us for years know, and that is, they have always got more value per dollar spent with Townsend, than with any other concern they have ever bought of. Strawberry plants is no difference from buying bad shoes and good shoes, or bad automobile tires and good tires. You can always find the cheap shoes and cheap tires in price; but feel sure that you have found them to be the most expensive in the end. Nevertheless, there is a middle ground in price. We have never believed in making a big charge for an article just because we knew we could get it. We do believe in putting out the very best article possible and making a fair profit on the same. We contribute this spirit as being a good part of our success. In our enormous production of plants, we have been able to cut expenses in many ways which has lessened the cost of growing our great crops of plants. Another thing, our fair prices have attracted the trade which have stood by us, and in return for our square dealing, have not failed to advertise our products to their friends and neighbors. All of this has gone a long ways in building the Townsends Nurseries on a solid foundation.

## NUMBER OF PLANTS REQUIRED TO SET AN ACRE AT A GIVEN DISTANCE APART

Rows 24 inches apart plants 12 inch in row	20,000
Rows 30 inches apart plants 12 inch in row	17,000
Rows 36 inches apart plants 12 inch in row	14,000
Rows 42 inches apart plants 12 inch in row	12,000
Rows 36 inches apart plants 18 inch in row	9,500
Rows 42 inches apart plants 18 inch in row	8,000
Rows 48 inches apart plants 18 inch in row	7,000
Rows 48 inches apart plants 24 inch in row	6,000
Rows 48 inches apart plants 36 inch in row	5,000
Rows 24 inches apart plants 24 inch in row	11,000
Rows 30 inches apart plants 30 inch in row	7,000

For hill culture rows should be either 24 inches, or 30 inches or 36 inches and plants set 12 inch in the row.

For matted row system rows should be either 42 inches or 48 inches and plants set 18 inch to 24 inch in row.

## A Very Special Offer

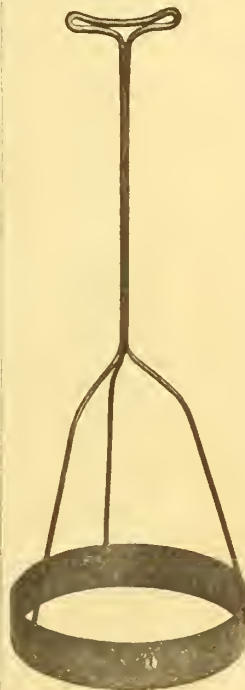


will be made you on a "Kant-Klog" Sprayer if you are the first in your locality to write The Rochester Spray Pump Co., 181 Broadway, Rochester, N. Y., and are sure to ask for their special offer No. 150

Rochester, N. Y., and are sure to ask for their special offer No. 150

### PLANTS RECEIVED IN FINE ORDER

Mr. Robert De Lancey, Springfield, Ill., writes, April 4th 1925.—Just received order No. 30795. Plants in fine condition and extra fine plants. A pleasure to do business with such folks.



## GROWING STRAWBERRIES IN HILLS Made easy by the use of our circle runner cutter.

It simply cuts all runners off around the hill at one operation. Only takes a few hours to cut the runners from an acre. Strawberries grow much larger in hills, have better color, better flavor, and bring more money. Hundreds of our customers practice this method and report the largest yields of any system used.

We make the cutter in 12" and 14" inch diameter. Price \$8.00 each, F. O. B.

E. W. Townsend & Sons are sole distributors of the Krueger runner cutter.

### TOWNSEND'S PLANTS BEST EVER

Mr. Kennedy, of Connersville, Ind., writes—For quality and quantity you got them all "skinned." Best plants I ever bought and you give best count. And besides your prices are certainly reasonable for such plants as you sell.

# 1926 - TOWNSENDS' PRICE LIST - 1926

OF

## HIGH-GRADE STRAWBERRY PLANTS

NOTE—500 at 1000 rate, between 1,000 and 5,000 at the 1,000 rate, between 5,000 and 10,000 at the 5,000 rate.

**BEST WAY TO HAVE SHIPMENT MADE**—We recommend that all small shipments for 1,000 plants or less, be made by parcel post. (Postage collect). That all shipments in the first, second and third zones be made by parcel post (postage collect). That all shipments of 1,000 plants or more to be sent to zones 4th, 5th, 6th, 7th and 8th, be sent by express (collect).

This year we mapped out a prepaid price list on all plants, and after figuring carefully, we found that it was not to the best interest to all of our customers to make prepaid prices, for the simple reason that all our customers living within 450 mile of us would have to pay a portion of the transportation charges on the shipments of plants made to our customers living beyond the 450 mile limit. No other way to figure it out. So we wanted to be absolutely fair, and decided the best way was for every customer to pay his (or her) actual transportation charges. In this way you pay your Postmaster or Express Agent the actual charge after your order is delivered. If it is lost in transit, you are insured against loss for the full amount of your order. No need to insure parcel post shipments when sent postage collect.

### EXTRA EARLY VARIETIES

	25	50	100	200	300	400	1000	5000	10,000
"The Prince" (per) .....	\$1.00	\$1.65	\$2.50	\$3.75	\$5.25	\$5.90	\$12.50	\$55.00	\$100.00
Townsend's Missionary (per) .....	.40	.65	1.00	1.50	1.80	2.10	4.50	21.25	40.00
"Select" Missionary (per) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	27.50	50.00
Early Jersey Giant (per) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	27.50	50.00
Premier, (per) ,Howard 17) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	27.50	50.00
Improved Klondyks (per) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	27.50	50.00
Klondyks (per) .....	.40	.65	1.00	1.50	1.80	2.10	4.50	21.25	40.00

### EARLY TO MIDSEASON

Lord Salisbury (per) .....	1.00	1.65	2.50	3.75	5.25	5.90	12.50	.....	.....
Senator Dunlap (Dr. Burrill) .....	.40	.65	1.00	1.30	1.80	2.30	5.00	22.50	41.25
Delicious (per) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	27.50	50.00
Bun Special (per) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	.....	.....
Haverland (imp) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	.....	.....
Eaton (per) .....	.50	.90	1.50	2.75	3.50	4.25	8.00	.....	.....

### MEDIUM TO LATE

Cooper (per) .....	.50	.90	1.50	2.70	3.50	4.25	8.00	37.50	.....
Aroma (per) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	27.50	50.00
Big Joe (per) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	27.50	50.00
Brandywine (per) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	.....	.....
De Lues Judith (per) .....	.50	.90	1.50	2.75	3.50	4.25	8.00	.....	.....
Glen Mary (per) .....	.50	.90	1.50	2.75	3.50	4.25	8.00	.....	.....
Gibson (per) .....	.50	.65	1.00	1.30	1.80	2.30	5.00	.....	.....
Hunterdon (per) .....	.50	.90	1.50	2.70	3.50	4.25	8.00	.....	.....
New York (per) .....	.50	.90	1.50	2.70	3.50	4.25	8.00	.....	.....
Nic Ohmer (per) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	.....	.....
Parsons Beauty (per) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	.....	.....
Parker Mrs. (imp) .....	1.00	1.65	2.50	3.75	5.25	5.90	12.50	.....	.....
Paul Jones (imp) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	27.50	.....
Bubach (imp) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	.....	.....
President Harding (per) .....	1.00	1.65	2.50	3.75	5.25	5.90	12.50	.....	.....
Pearl (imp) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	.....	.....
Marshall (per) .....	.75	1.00	1.70	2.25	3.50	4.00	10.00	.....	.....

### LATE TO VERY LATE

Town-King (per) .....	\$2.00	\$3.00	\$5.00	\$9.00	\$12.50	\$15.00	\$25.00	.....	.....
Townsend's Big Late (imp) .....	.50	.80	1.25	2.00	2.75	3.25	7.00	32.50	61.25
Ford (per) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	27.50	50.00
Chesapeake (per) .....	.60	.80	1.25	2.00	2.75	3.25	7.00	32.50	61.25
Crawford 25 (imp) .....	1.00	1.65	2.50	3.75	5.25	5.90	12.50	.....	.....
Gandy (per) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	27.50	50.00
Fendall (imp) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	.....	.....
McAlpine (per) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	27.50	50.00
Lupton Late (per) .....	.50	.75	1.10	1.60	2.20	2.70	6.00	27.50	50.00
Mascot (per) .....	.75	1.00	1.75	2.25	3.50	4.00	10.00	.....	.....
Sample (imp) .....	.60	.80	1.25	2.00	2.75	3.25	7.00	.....	.....
Wm. Belt (per) .....	.60	.80	1.25	2.00	2.75	3.25	7.00	.....	.....
Worlds Wonder (per) .....	.75	1.00	1.75	2.25	3.50	4.00	10.00	.....	.....

### EVERBEARING STRAWBERRIES

	6	12	25	50	75	100	250	1000
Worlds Champion (per) .....	.50	.75	\$1.00	\$1.50	\$2.00	\$2.50	\$6.00	\$20.00
Progressive (per) .....	.50	.75	1.00	1.50	2.00	2.50	5.00	15.00
Lucky Boy (per) .....	1.00	1.50	2.00	3.00	4.00	5.00	.....	.....
Lucky Strike (per) .....	3.00	5.00	10.00	20.00	30.00	40.00	.....	.....

**REMEMBER 10 PER CENT DISCOUNT ON ALL CASH ORDERS RECEIVED BEFORE MARCH 1st.**

On all orders sent direct to E. W. Townsend & Sons on or before March 1st, when cash in full accompanies the order, we will allow a 10 per cent discount. Order as soon as possible after receiving this price list, and take advantage of this big saving. 10 per cent will practically pay the transportation charges; a saving you cannot afford to overlook. Remember that the Discount date closes March 1st.



# Have

**D**O not send us money to prepare until the shipment is packed. We will collect all charges at your end. Besides, all plants are not to be paid for until you receive your package. You would not get any benefit whatever from the plants if you are miles away gets his prepaid plants at the same rate as the plants that cost the average customer pays for the long hauls, as it is all added to the price. We are as absolutely fair as possible with all our customers, and when we ask them all to send no money in advance we feel that we are doing the right thing. Our prices are made just as low as we can give them. Plants at. Besides as stated above every shipment made collect the Carriers are responsible for, and you can collect money for any lost shipment, or shipments that are delayed in transit until ruined. On a Prepaid Parcel Post shipment you can not collect anything unless you go to the expense of having the package insured.

## ORDER EARLY PLEASE

It is never wise to put off ordering your plants and seeds until you are ready to plant. Many of our customers order as soon as they receive Catalog. They are usually the lucky ones. There is a big difference in handling strawberry and other small fruits from handling vegetable plants; these plants it is necessary to set just the first day possible you can get your ground ready. Frost and light freezes do not hurt strawberry plants after being set well in the ground. In fact if anything it helps them. I had rather have a strawberry plant set any old way early in season than one set just right late in season. Don't put off setting the berry patch until late and then fault your nurseryman for not sending you good plants.

## TIME OF SHIPMENT

We commence to ship plants October 1st, and continue all Winter and Spring until May 1st. We can ship until May 15th but after May 1st at purchasers' risk only. As stated above late planting is too risky. We also ship a few plants to those that want them in September, but at purchasers own risk, and at 50¢ added to the list price, as the loss in digging in September is too great to sell at list price.

## EASTERN SHORE OF MARYLAND PLANTS

It is a known fact that we grow here on the Eastern Shore of Maryland the hardiest nursery stock grown in the country. More than one-half the strawberries grown in the North are grown from Maryland plants. There are two advantages in getting plants from Maryland: 1st--You get the best plants it is possible to grow. 2nd--You can have our plants shipped to you at the proper planting time, and do not have to wait as is the case with Northern plants until it is often too late to set plants. It is a good plan to have the shipment made a week or ten days before you expect to be able to set them out. It takes a few days in transit and if plants arrive a few days ahead of time it is better to unpack and heal them in, than to wait several days for plants after the ground has been prepared. Sometimes a few days will cause a failure of the crop. Good plants set at proper time seldom fail to grow, while the best plants set late in season seldom do well.

## CARING FOR PLANTS ON ARRIVAL

Most growers who receive plants from a distance unpack the crates at once, dip the roots in water, re-dampen the moss that is in the crate and re-pack them lightly, (the tops should never be wet). Others untie bundles and make a V-shape trench and heal them in, firming the earth well around the roots. Keep in shade. But if a cellar is handy we prefer re-packing and keeping in cool cellar. They will keep for weeks either way it properly attended to.

## ALL PLANTS TIED 25 TO A BUNDLE

And all orders should be in multiples of twenty-five, unless it is a new variety and quoted different, or for cane plants such as Raspberry, Dewberry, Grape Vines, Etc.

## OUR PACKING THE BEST

We use light ventilated crates, baskets and patented mailing cartons for Parcel Post; using a plenty damp moss to insure safe delivery. (Note--We say damp moss, not wet soggy, as very wet moss often causes a heat that will burn the shipment). We have received hundreds of letters from the West coast States saying that our plants carried safely, and even to Japan. We seldom have a complaint from poor packing.

## OUR GUARANTEE

We guarantee every Townsend plant shipped to you to be absolutely true-to-name, free from all diseases, and besides we guarantee to deliver every package to the Transportation Companies or Post Office in good fresh condition. That every package will be packed by or under the supervision of one of the Townsends. Our responsibility must cease when we make delivery to the transportation company as we have no further control after the shipment leaves our hands, and can not in any way become responsible for crop failure or failure of the transportation companies to make deliveries in good time and in good condition, but should the company carrying your shipment fail to make proper delivery we will gladly adjust the matter for you, if you will promptly on receipt of shipment have the Agent or Postmaster mark the shipping bill as to the condition in which it arrived. This will usually enable us to have prompt adjustment made. If part of the shipment is lost ascertain the amount of shortage at once, have same checked by Agent as to number of packages received. Get this information off to us by return mail; enclose remittance for one-half the value of the lost or damaged plants and we will make prompt shipment to you to re-fill that part of the order. After we make adjustment whatever money is due you on your loss we will refund. We are by this method standing one-half of our customer's loss, when such a loss occurs. But unless you have the Agent or Postmaster sign your claim there can not be any claim collected. Neither if you allow the plants to remain over in the transportation office can you expect any adjustment. In no event will we be responsible for more than the amount paid to us for the plants. All orders are mutually understood to be made with this understanding. In handling our thousands of orders we have had less than one complaint in ten thousand, a record that our patrons as well as ourselves should be proud of. Therefore it can be expected that the danger from loss when you deal with Townsends' is cut to the minimum.

## C. O. D. SHIPMENTS

We will make C. O. D. shipments when one-fourth the money is sent with order. No order booked until a part payment is made as a guarantee of good faith. Make remittance any way to suit your convenience, except please do not send cash in open letters. Cash should always be registered. And remember--send the order in early,  $\frac{1}{4}$  cash will hold it until you are ready to have it shipped. You can send balance then, or we will ship C. O. D. as you prefer.



**TOWNSEND'S**  
20<sup>th</sup> CENTURY CATALOGUE  
**STRAWBERRIES**  
And How to Grow Them.

